SUPREME COURT OF THE UNITED STATES

OCTOBER TERM, 1966

No. 18

UTAH PIE COMPANY, PETITIONER,

vs.

CONTINENTAL BAKING COMPANY, ET AL.

ON WRIT OF CERTIORARI TO THE UNITED STATES COURT OF APPEALS FOR THE TENTH CIRCUIT

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NORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
1ST QUARTER 1957

24 OZ. FRUIT PIES

	APPLE 24 oz.	CHERRY 24 oz.	PEACH 24 oz.	BOYSENBERRY 24 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 4.85	$ 5.52	$ 4.88	$ 4.87	$ 5.07
% GROSS MARGIN					
Croset	34.4%	32.2%	33.3%	-	33.3%
Webster City	30.4	29.1	29.4	30.7%	29.90
Total % Gross Margin	32.1%	30.3%	31.0%	30.7%	31.20%
NUMBER OF DOZENS PRODUCED					
Croset	24,838	18,393½	13,777½	-	57,009
Webster City	34,296½	27,985	20,096½	9,829½	92,207½
Total Dozens	59,135½	46,378½	33,874	9,829½	149,216½
INGREDIENT COST					
Croset	1.974	2.581	2.105	-	
Webster City	2.010	2.567	2.117	2.036	
PACKAGING					
Croset	.785	.778	.780	-	
Webster City	.782	.788	.791	.817	
DISTRICT LABOR					
Croset	.175	.160	.154	-	
Webster City	.219	.210	.196	.200	
DISTRICT COST					
Croset	2.934	3.519	3.039	-	
Webster City	3.011	3.565	3.104	3.053	
DISTRICT LABOR					
Croset	.085	.080	.077	-	
Webster City	.124	.120	.114	.105	
OVERHEAD					
Croset	.160	.146	.140	-	
Webster City	.242	.277	.229	.217	
COST TO DOORS GOODS MFRD.					
Croset	3.180	3.745	3.256	-	3.381
Webster City	3.377	3.912	3.447	3.375	3.554
Total Cost to Doors Gds. Mfrd.	3.294	3.846	3.369	3.315	3.488

Plaintiff's Ex. 1 for Id.
7/10/62
R. K. Cunningham

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NORTH FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
2nd QUARTER 1957

2½ OZ. FRUIT PIES

	APPLE 2½ oz.	CHERRY 2½ oz.	PEACH 2½ oz.	BOYSENBERRY 2½ oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	4.93	5.53	4.93	4.94	5.08
% GROSS MARGIN					
Crozet	34.0%	30.8%	37.7%		32.4%
Webster City	28.3	26.9	24.1	26.5	27.2
Total % Gross Margin	31.4%	29.2%	27.5%	26.5%	29.9%
NUMBER OF DOZENS PRODUCED					
Crozet	39,340½	20,353	13,445½	-	73,139
Webster City	33,147	14,042½	14,701	5,967½	67,858
Total Dozens	72,487½	34,395½	28,146½	5,967½	140,997
INGREDIENT COST					
Crozet	1.961	2.576	2.056	-	
Webster City	2.023	2.569	2.269	2.095	
PACKAGING					
Crozet	.783	.785	.802	-	
Webster City	.818	.815	.815	.846	
DIRECT LABOR					
Crozet	.179	.184	.207	-	
Webster City	.176	.185	.183	.191	
DIRECT COST					
Crozet	2.923	3.545	3.065	-	
Webster City	3.082	3.569	3.267	3.132	
INDIRECT LABOR					
Crozet	.104	.091	.102	-	
Webster City	.146	.156	.154	.158	
OVERHEAD					
Crozet	.223	.186	.214	-	
Webster City	.311	.332	.338	.333	
COST TO DOORS GOODS MFRD.					
Crozet	3.250	3.822	3.381	-	3.433
Webster City	3.539	4.057	3.759	3.628	3.700
Total Cost to Doors Gds. Mfrd.	3.382	3.918	3.573	3.523	3.561

NORTH FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT 24 OZ. PUMPKIN
3RD QUARTER 19 57

	PUMPKIN 24 oz.	MINCE	MINCE	PUMPKIN
SALES VALUE PER DOZEN	$ 4.97			
% GROSS MARGIN				
Crozet	33.5%			
Webster City	35.4			
Total % Gross Margin	33.9%			
NUMBER OF DOZENS PRODUCED				
Crozet	12,705½			
Webster City	4,028			
Total Dozens	16,733½			
INGREDIENT COST				
Crozet	1.849			
Webster City	1.832			
PACKAGING				
Crozet	.816			
Webster City	.815			
DIRECT LABOR				
Crozet	.243			
Webster City	.208			
DIRECT COST				
Crozet	2.908			
Webster City	2.935			
INDIRECT LABOR				
Crozet	.125			
Webster City	.108			
OVERHEAD				
Crozet	.274			
Webster City	.168			
COST TO DOORS GOODS MFRD.				
Crozet	3.307			
Webster City	3.211			
Total Cost to Doors Gds. Mfrd.	3.284			

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BOYSON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
3RD QUARTER 1957

24 OZ. FRUIT PIES

	APPLE 24 oz.	CHERRY 24 oz.	PEACH 24 oz.	BOYSENBERRY 24 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 4.94	$ 5.52	$ 4.98	$ 5.48	$ 5.10
% GROSS MARGIN					
Crozet	35.0%	35.9%	31.5%	-	34.7%
Webster City	30.8	25.8	27.9	37.1%	29.5
Total % Gross Margin	33.4%	32.2%	30.0%	37.1%	32.5%
NUMBER OF DOZENS PRODUCED					
Crozet	37,175	15,935½	15,502	-	68,612½
Webster City	22,482½	9,382	11,927	4,464	48,255½
Total Dozens	59,657½	25,317½	27,429	4,464	116,868
INGREDIENT COST					
Crozet	1.940	2.271	2.095	-	
Webster City	2.107	2.611	2.222	2.126	
PACKAGING					
Crozet	.799	.795	.792	-	
Webster City	.813	.810	.824	.826	
DIRECT LABOR					
Crozet	.182	.195	.193	-	
Webster City	.181	.202	.190	.176	
DIRECT COST					
Crozet	2.921	3.261	3.080	-	
Webster City	3.101	3.623	3.236	3.128	
INDIRECT LABOR					
Crozet	.091	.092	.097	-	
Webster City	.113	.152	.122	.117	
OVERHEAD					
Crozet	.200	.184	.232	-	
Webster City	.205	.319	.231	.203	
COST TO DOORS GOODS MFRD.					
Crozet	3.212	3.537	3.409	-	3.332
Webster City	3.419	4.094	3.589	3.448	3.595
Total Cost to Doors Gds. Mfrd.	3.290	3.764	3.487	3.448	3.441

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NORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
4TH QUARTER 1957

24 OZ. PUMPKIN & MINCE

	PUMPKIN 24 oz.	MINCE 24 oz.	MINCE	PUMPKIN
SALES VALUE PER DOZEN	$ 5.30	$ 5.90		
% GROSS MARGIN				
Crozet	41.1%	34.1%		
Webster City	28.5	30.1		
Total % Gross Margin	32.8%	32.1%		
NUMBER OF DOZENS PRODUCED				
Crozet	34,695	16,840		
Webster City	34,318½	16,167½		
Total Dozens	69,013½	33,007½		
INGREDIENT COST				
Crozet	1.893	2.581		
Webster City	1.914	2.712		
PACKAGING				
Crozet	.783	.828		
Webster City	.805	.804		
DIRECT LABOR				
Crozet	.188	.177		
Webster City	.216	.206		
DIRECT COST				
Crozet	2.864	3.646		
Webster City	2.935	3.812		
INDIRECT LABOR				
Crozet	.085	.082		
Webster City	.122	.117		
OVERHEAD				
Crozet	.172	.163		
Webster City	.205	.198		
COST TO DOORS GOODS MFRD.				
Crozet	3.122	3.891		
Webster City	3.262	4.127		
Total Cost to Doors Gds. Mfrd.	3.192	4.007		

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MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
4th QUARTER 1957

24 OZ. FRUIT PIES

	APPLE 24 oz.	CHERRY 24 oz.	PEACH 24 oz.	BOYSENBERRY 24 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 5.00	$ 5.30	$ 5.00	$ 5.90	$ 5.10
% GROSS MARGIN					
Crozet	33.2%	39.1%	30.1%	-	34.4%
Webster City	28.0	35.9	29.4	31.0%	30.8
Total % Gross Margin	30.6%	37.5%	29.8%	31.0%	32.7%
NUMBER OF DOZENS PRODUCED					
Crozet	45,407	20,591	18,050	-	83,748
Webster City	40,600½	19,347	15,597½	4,753	80,298
Total Dozens	86,007½	39,938	33,647½	4,753	164,046
INGREDIENT COST					
Crozet	2.159	2.023	2.308	-	
Webster City	2.305	2.130	2.285	2.093	
PACKAGING					
Crozet	.795	.812	.809	-	
Webster City	.804	.800	.794	.790	
DIRECT LABOR					
Crozet	.162	.166	.160	-	
Webster City	.192	.184	.178	.227	
DIRECT COST					
Crozet	3.116	3.001	3.277	-	
Webster City	3.301	3.114	3.257	3.110	
INDIRECT LABOR					
Crozet	.074	.076	.073	-	
Webster City	.110	.106	.101	.131	
OVERHEAD					
Crozet	.150	.153	.147	-	
Webster City	.187	.178	.171	.220	
COST TO DOORS GOODS MFRD.					
Crozet	3.340	3.230	3.497	-	3.347
Webster City	3.598	3.398	3.529	3.461	3.528
Total Cost to Rogers Gds. Mfrd.	3.462	3.311	3.512	3.461	3.435

[fol. 5265]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
1ST QUARTER 19 58

2½ OZ. FRUIT PIES

	APPLE 2½ oz.	CHERRY 2½ oz.	PEACH 2½ oz.	BOYSENBERRY 2½ oz.	TOTAL UNIT
SALES VALUE PER DOZEN	5.11	5.21	5.11	5.65	5.18
% GROSS MARGIN					
Crozet	36.42%	36.58%	30.33%	-	35.81%
Webster City	34.47	37.23	31.24	43.94%	35.77
Total % Gross Margin	35.50%	36.86%	30.75%	43.94%	35.79%
NUMBER OF DOZENS PRODUCED					
Crozet	44,067	33,077½	18,102	-	95,246½
Webster City	39,320	25,805½	15,118½	13,983½	94,227½
Total Dozens	83,387	58,883	33,220½	13,983½	189,474
INGREDIENT COST					
Crozet	2.073	2.111	2.359	-	
Webster City	2.156	2.097	2.347	1.958	
PACKAGING					
Crozet	.801	.808	.811	-	
Webster City	.803	.806	.801	.812	
DIRECT LABOR					
Crozet	.164	.162	.164	-	
Webster City	.160	.155	.155	.158	
DIRECT COST					
Crozet	3.038	3.081	3.334	-	
Webster City	3.119	3.058	3.303	2.928	
INDIRECT LABOR					
Crozet	.057	.057	.069	-	
Webster City	.087	.084	.084	.090	
OVERHEAD					
Crozet	.148	.147	.153	-	
Webster City	.138	.134	.131	.150	
COST TO DOORS GOODS MFR'D.					
Crozet	3.253	3.295	3.556	-	3.325
Webster City	3.344	3.276	3.518	3.168	3.327
Total Cost to Doors Qts. Mfrd.	3.296	3.285	3.539	3.168	3.326

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
2ND QUARTER 19 58

24 OZ. FRUIT PIES

	APPLE 24 oz.	CHERRY 24 oz.	PEACH 24 oz.	BOYSENBERRY 24 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 5.16	$ 5.16	$ 5.16	$ 5.95	$ 5.18
% GROSS MARGIN					
Crozet	34.87%	34.00%	20.47%	-	33.71%
Webster City	33.12	31.85	29.18	41.92%	32.68
Total % Gross Margin	34.15%	33.03%	29.35%	41.92%	33.27%
NUMBER OF DOZENS PRODUCED					
Crozet	59,282½	29,571½	25,132	-	113,986
Webster City	41,410½	23,490	16,563	5,994½	87,458
Total Dozens	100,693	53,061½	41,695	5,994½	201,444
INGREDIENT COST					
Crozet	2.180	2.239	2.436	-	
Webster City	2.235	2.275	2.436	2.006	
PACKAGING					
Crozet	.805	.809	.818	-	
Webster City	.802	.802	.802	.794	
DIRECT LABOR					
Crozet	.164	.154	.153	-	
Webster City	.160	.169	.165	.144	
DIRECT COST					
Crozet	3.149	3.202	3.407	-	
Webster City	3.197	3.246	3.403	2.944	
INDIRECT LABOR					
Crozet	.069	.064	.066	-	
Webster City	.087	.094	.089	.083	
OVERHEAD					
Crozet	.143	.140	.167	-	
Webster City	.166	.176	.162	.141	
COST TO DOORS GOODS MFRD.					
Crozet	3.361	3.406	3.640	-	3.434
Webster City	3.450	3.516	3.654	3.168	3.487
Total Cost to Doors Gds. Mfrd.	3.398	3.454	3.645	3.168	3.457

[fol. 5267]

NORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO RECORDS VALUE/MANUFACTURED COST REPORT 2½ OZ. PUMPKIN & MINCE
3RD QUARTER 1958

	PUMPKIN 2½ oz.	MINCE 2½ oz.	MINCE	PUMPKIN
SALES VALUE PER DOZEN	$ 4.86	$ 5.76		
% GROSS MARGIN				
Cronet	31.07%	33.92%		
Webster City	31.09	33.09		
Total % Gross Margin	33.[illegible]%	33.[illegible]%		
NUMBER OF DOZENS PRODUCED				
Cronet	23,248	10,[illegible]		
Webster City	6,561	11,0[illegible]		
Total Dozens	29,809	21,[illegible]		
INGREDIENT COST				
Cronet	1.931	2.592		
Webster City	2.008	2.610		
PACKAGING				
Cronet	.800	.823		
Webster City	.802	.776		
DIRECT LABOR				
Cronet	.182	.153		
Webster City	.206	.160		
DIRECT COST				
Cronet	2.913	3.568		
Webster City	3.016	3.546		
INDIRECT LABOR				
Cronet	.085	.074		
Webster City	.134	.102		
OVERHEAD				
Cronet	.206	.164		
Webster City	.209	.176		
COST TO DOORS GOODS MFRD.				
Cronet	3.204	3.806		
Webster City	3.349	3.824		
Total Cost to Doors Gds. Mfrd.	3.235	3.831		

NORTON FROZEN FOODS DIVISION
COMMERCIAL PACKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
3RD QUARTER 1958

2½ oz. FRUIT PIES

	APPLE 2½ oz.	CHERRY 2½ oz.	PEACH 2½ oz.	BOYSENBERRY 2½ oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 5.16	$ 5.16	.16	$ 5.46	$ 5.19
% GROSS MARGIN					
Crozet	33.8%	33.45%	39.7%	-	33.57%
Webster City	29.93	33.35	-	42.16%	33.68
Total % Gross Margin	32.3%	33.41%	39.7%	42.16%	33.62%
NUMBER OF DOZENS PRODUCED					
Crozet	19,732½	11,122	6,489	-	37,343½
Webster City	9,486	6,837½	-	5,751½	22,075
Total Dozens	29,218½	17,959½	6,489	5,751½	59,418½
INGREDIENT COST					
Crozet	2.159	2.155	2.380	-	
Webster City	2.311	2.160	-	1.908	
PACKAGING					
Crozet	.810	.821	.830	-	
Webster City	.8??	.817	-	.794	
DIRECT LABOR					
Crozet	.164	.163	.141	-	
Webster City	.169	.164	-	.172	
DIRECT COST					
Crozet	3.133	3.139	3.351	-	
Webster City	3.284	3.141	-	2.874	
INDIRECT LABOR					
Crozet	.088	.096	.065	-	
Webster City	.119	.107	-	.119	
OVERHEAD					
Crozet	.194	.199	.158	-	
Webster City	.213	.191	-	.165	
COST TO DOORS GOODS MFRD.					
Crozet	3.415	3.434	3.574	-	3.448
Webster City	3.616	3.439	-	3.158	3.442
Total Cost to Doors Gds. Mfrd.	3.481	3.436	3.574	3.158	3.445

[fol. 5269]

NORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
4TH QUARTER 1958

2½ OZ. PUMPKIN & MINCE

	PUMPKIN 24 oz.	MINCE 24 oz.	MINCE	PUMPKIN
SALES VALUE PER DOZEN	$ 4.86	$ 5.37		
% GROSS MARGIN				
Crozet	35.60%	28.46%		
Webster City	31.65	29.63		
Total % Gross Margin	33.44%	29.09%		
NUMBER OF DOZENS PRODUCED				
Crozet	27,854½	15,437		
Webster City	33,691½	17,749½		
Total Dozens	61,546	33,186½		
INGREDIENT COST				
Crozet	1.900	2.595		
Webster City	1.981	2.550		
PACKAGING				
Crozet	.823	.810		
Webster City	.834	.817		
DIRECT LABOR				
Crozet	.174	.164		
Webster City	.217	.183		
DIRECT COST				
Crozet	2.897	3.599		
Webster City	3.032	3.550		
INDIRECT LABOR				
Crozet	.071	.067		
Webster City	.124	.106		
OVERHEAD				
Crozet	.162	.154		
Webster City	.166	.142		
COST TO DOORS GOODS MFRD.				
Crozet	3.130	3.820		
Webster City	3.322	3.798		
Total Cost to Doors Gds. Mfrd.	3.235	3.808		

[fol. 5270]

NORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
4TH QUARTER 1958

24 OZ. FRUIT PIES

	APPLE 24 oz.	CHERRY 24 oz.	PEACH 24 oz.	BOYSENBERRY 24 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 5.26	$ 5.26	5.26	$ 5.26	5.26
% GROSS MARGIN					
Crozet	36.53%	34.24%	34.58%	-	36.75%
Webster City	33.57	33.82	32.16	43.25%	35.15
Total % Gross Margin	34.88%	34.04%	33.31%	43.25%	35.88%
NUMBER OF DOZENS PRODUCED					
Crozet	43,386	23,586	14,703	-	81,675
Webster City	54,621½	19,918	16,372	7,853	98,764½
Total Dozens	98,007½	43,504	31,075	7,853	180,439½
INGREDIENT COST					
Crozet	2.066	2.190	2.155	-	
Webster City	2.192	2.169	2.257	1. 903	
PACKAGING					
Crozet	.810	.821	.826	-	
Webster City	.805	.826	.817	.825	
DIRECT LABOR					
Crozet	.161	.153	.162	-	
Webster City	.176	.165	.174	.155	
DIRECT COST					
Crozet	3.037	3.164	3.143	-	
Webster City	3.173	3.160	3.248	2.883	
INDIRECT LABOR					
Crozet	.071	.069	.070	-	
Webster City	.106	.102	.104	.092	
OVERHEAD					
Crozet	.167	.160	.162	-	
Webster City	.149	.153	.149	.124	
COST TO DOORS GOODS MFRD.					
Crozet	3.275	3.393	3.375	-	3.327
Webster City	3.428	3.415	3.501	3.099	3.411
Total Cost to Doors Gds. Mfrd.	3.360	3.403	3.442	3.099	3.373

[fol. 5271]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT 22 OZ. FRUIT PIES
1ST QUARTER 1959

	APPLE 22 oz.	CHERRY 22 oz.	PEACH 22 oz.	BOYSENBERRY 22 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 3.91	$ 3.91			$ 3.91
% GROSS MARGIN					
Crozet	28.82%	24.97%			27.21%
Webster City	22.69	21.87			21.89
Total % Gross Margin	27.73%	24.33%			26.22%
NUMBER OF DOZENS PRODUCED					
Crozet	46,037½	36,584			82,621½
Webster City	9,868	9,298			19,166
Total Dozens	55,905½	45,882			101,787½
INGREDIENT COST					
Crozet	1.629	1.781			
Webster City	1.775	1.849			
PACKAGING					
Crozet	.817	.817			
Webster City	.763	.779			
DIRECT LABOR					
Crozet	.159	.157			
Webster City	.185	.167			
DIRECT COST					
Crozet	2.605	2.755			
Webster City	2.723	2.795			
INDIRECT LABOR					
Crozet	.063	.063			
Webster City	.118	.104			
OVERHEAD					
Crozet	.112	.112			
Webster City	.197	.171			
COST TO DOORS GOODS MFRD.					
Crozet	2.780	2.930			2.846
Webster City	3.038	3.070			3.054
Total Cost to Doors Gds. Mfrd.	2.825	2.959			2.885

[fol. 5272]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT 24 OZ. FRUIT PIES
1ST QUARTER 1959

	APPLE 24 oz.	PEACH 24 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 4.60	$ 4.60	$ 4.60
% GROSS MARGIN			
Bright	32.31%	33.07%	32.52%
NUMBER OF DOZENS PRODUCED			
Bright	1,288	439	1,727
INGREDIENT COST			
Co-Packer Price	3.000	3.340	
PACKAGING			
Bright	.114	.114	
COST TO DOORS GOODS MFRD.			
Bright	3.114	3.454	3.200

[illegible] FROZEN FOODS DIVISION
COMMERCIAL PACKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT 22 0z. QUICK FREEZE
2ND QUARTER 19 59

	APPLE	CHERRY	PEACH	BOYSENBERRY	TOTAL FRUIT
	22 oz.	22 oz.	22 oz.	22 oz.	
[illegible]	3.93	3.93	4.75		3.98
% GOOD YIELD					
Crozet	30.37%	28.86%	38.12%		30.40%
Webster City	26.90	26.09	34.78		26.86
Total % Gross Weight	29.12%	27.80%	35.93%		29.05%
NUMBER OF CASES PRODUCED					
Crozet	102,026½	26,846	6,296½		135,039
Webster City	57,034	53,860½	12,050		123,804½
Total Dozens	160,790½	140,706½	18,346½		319,843½
[illegible] DIRECT COST					
Crozet	1.824	1.672	1.807		
Webster City	1.655	1.705	1.900		
PACKAGING					
Crozet	.755	.767	.741		
Webster City	.767	.770	.760		
DIRECT LABOR					
Crozet	.158	.146	.157		
Webster City	.164	.152	.151		
DIRECT COST					
Crozet	2.207	2.585	2.705		
Webster City	2.586	2.627	2.811		
INDIRECT LABOR					
Crozet	.081	.074	.080		
Webster City	.114	.109	.116		
[illegible]					
Crozet	.149	.137	.155		
Webster City	.135	.069	.171		
COST TO [illegible] BOARD					
Crozet	2.737	2.796	2.940		2.770
Webster City	2.878	2.905	3.098		2.911
Total Co[illegible] Cas. Mfrd.	2.786	2.838	3.043		2.824

[fol. 5274]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
2ND QUARTER 1959

24 OZ. FRUIT PIES

	APPLE 24 oz.	CHERRY 24 oz.	PEACH 24 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 4.28	$ 4.60	$ 4.60	$ 4.40
% GROSS MARGIN Bright	27.25%	18.42%	24.79%	24.66%
NUMBER OF DOZENS PRODUCED Bright	10,263	4,002	2,065½	16,320½
INGREDIENT COST Co-Packer Price	3.000	3.640	3.340	
PACKAGING Bright	.114	.113	.120	
COST TO DOORS GOODS MFRD. Bright	3.114	3.753	3.460	3.314

[fol. 5275]

ORTON FROZEN FOODS DIVISION
NTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
3RD QUARTER 1959

22 OZ. FRUIT PIES

	APPLE 22 oz.	CHERRY 22 oz.	PEACH 22 oz.	BOYSENBERRY 22 oz.	TOTAL FRUIT
ES VALUE PER DOZEN	$ 3.93	$ 3.93	$ 4.75	$ 5.16	$ 3.99
ROSS MARGIN					
ozet	29.93%	28.31%	36.11%	-	32.43%
oster City	26.82	27.75	-	49.21%	28.55
tal % Gross Margin	27.79%	27.91%	36.11%	49.21%	29.75%
MBER OF DOZENS PRODUCED					
ozet	28,244½	20,360	6,182½	-	54,787
oster City	66,470½	49,985½	-	4,334	120,790
tal Dozens	94,715	70,345½	6,182½	4,334	175,577
REDIENT COST					
ozet	1.554	1.668	1.873	-	
oster City	1.646	1.636	-	1.263	
CKAGING					
ozet	.753	.751	.736	-	
oster City	.761	.753	-	.772	
ECT LABOR					
ozet	.181	.158	.171	-	
oster City	.163	.156	-	.207	
ECT COST					
ozet	2.488	2.577	2.780	-	
oster City	2.570	2.545	-	2.242	
DIRECT LABOR					
ozet	.091	.080	.086	-	
oster City	.121	.116	-	.144	
EHEAD					
ozet	.175	.160	.169	-	
oster City	.185	.178	-	.235	
ST TO DOORS GOODS MFRD.					
ozet	2.754	2.817	2.035	-	2.696
oster City	2.876	2.839	-	2.621	2.851
tal Cost to Doors Gds. Mfrd.	2.840	2.833	2.035	2.621	2.803

[fol. 5276]

MORTON FROZEN FOODS DIVISION
ONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
3RD QUARTER 1959

24 OZ. FRUIT PIES

	APPLE 24 oz.	CHERRY 24 oz.	PEACH 24 oz.	BOYSENBERRY 24 oz.	TOTAL FRUIT
ALES VALUE PER DOZEN	$ 4.28	$ 4.60	$ 4.60	$ 4.60	$ 4.45
GROSS MARGIN right	27.10%	18.65%	25.30%	31.85%	25.33%
UMBER OF DOZENS PRODUCED right	13,440	5,696½	7,088½	2,474	28,699
NGREDIENT COST o-Packer Price	2.980	3.654	3.249	2.795	
ACKAGING right - Cartons	.140	.088	.187	.340	
OST TO DOORS GOODS MFRD. right	3.120	3.742	3.436	3.135	3.323

ON FROZEN FOODS DIVISION
ENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT 4TH QUARTER 1959

24 OZ.. PUMPKIN & MINCE

	PUMPKIN 24 oz.	MINCE 24 oz.	MINCE	PUMPKIN
VALUE PER DOZEN	$ 5.86	$ 5.34		
S MARGIN				
	34.57%	28.66		
er City	33.12	28.04		
% Gross Margin	33.89%	28.35%		
OF DOZENS PRODUCED				
	49,233½	30,746		
er City	43,316½	30,722		
Dozens	92,549½	61,468		
DIENT COST				
t	1.900	2.542		
er City	1.834	2.569		
t	.801	.791		
er City	.797	.770		
LABOR				
t	.202	.197		
er City	.241	.192		
R COST				
t	2.903	3.530		
er City	2.872	3.531		
CT LABOR				
t	.096	.097		
er City	.163	.134		
AD				
t	.181	.182		
er City	.216	.177		
TO DOORS GOODS MFRD.				
t	3.180	3.809		
er City	3.251	3.842		
l Cost to Doors Gds. Mfrd.	3.212	3.826		

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

COST TO DOORS GOODS MANUFACTURED COST REPORT
4TH QUARTER YEAR ENDING 12/26/59

	24 Apple	24 Cherry	24 Peach	24 Boysenberry	Total 24 oz. Fruit 4th Qtr.	Total 24 oz. Fruit Year 1959
SALES VALUE PER DOZEN	$ 4.28	$ 4.60	$ 4.60	$ 4.60	$ 4.46	$ 4.17
% GROSS MARGIN Bright	26.78%	48.59%	26.16%	31.93%	33.20%	24.37
NUMBER OF DOZENS PRODUCED Bright	11,121	6,056	4,132	4,115	25725	73,471
INGREDIENT COST Budget	2.772	3.250	3.059	2.795	2.972	
PACKAGING Bright	.276	.121	.340	.336	.252	
COST TO DOORS GOODS MFRD. Bright	3.116	3.371	3.389	3.131	3.224	3.278
Comparison to Budget						

Corrected figure

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

QUARTERLY COST TO DOORS GOODS MANUFACTURED COST REPORT
1ST QUARTER ENDING 3/26/60

BRIGHT -
24 OZ. FRUIT PIES

	Apple 24 oz.	Cherry 24 oz.	Peach 24 oz.	Boysenberry 24 oz.	Total 24 oz. Fruit
SALES VALUE PER DOZEN	$ 4.28	$ 4.28	$ 4.28	$ 4.60	$ 4.35
% GROSS MARGIN Bright	29.49%	23.69%	24.16%	33.97%	28.26%
NUMBER OF DOZENS PRODUCED Bright	10,258	6,616	4,896	6,177	27,936
INGREDIENT COST Bright-Co-Packer Price	2.675	2.933	2.921	2.695	2.780
PACKAGING Bright-Co-Packer Cartons	.343	.335	.325	.342	.341
COST TO DOORS GOODS MFRD. Bright	3.018	3.268	3.246	3.037	3.121
HAQTR	3.116	3.371	3.399	3.131	2.916

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

2ND QUARTER ENDING 6/25/60 COST TO DOORS GOODS MANUFACTURED COST REPORT

BRIGHT - 22 OZ. & 24 OZ. FRUIT PIES

	Apple	Cherry	Peach	Boysenberry	Total 22 & 24 oz. Fruit
SALES VALUE PER DOZEN	$ 3.80	$ 4.15	$ 4.05	$ 3.84	$ 3.93
% GROSS MARGIN					
Bright 24 oz.		23.71%	21.60%	34.02%	23.68%
Bright 22 oz.	23.50%	14.7%	16.88	23.72	22.89
TOTAL % GROSS MARGIN	23.50%	21.50%	19.53%	24.27%	22.67%
NUMBER OF DOZENS PRODUCED					
Bright 24 oz.		6,533[6]	2,732[6]	496	9,760[6]
Bright 22 oz.	13,196[6]	2,405	2,412[6]	10,530	28,544
TOTAL DOZENS PRODUCED	13,196[6]	8,938[6]	5,145	11,026[6]	38,304[6]
INGREDIENT COST					
Bright 24 oz.		2.985	3.015	2.695	2.939
Bright 22 oz.	2.774	3.090	2.840	2.580	2.820
PACKAGING					
Bright 24 oz.		.340	.340	.340	.340
Bright 22 oz.	.133	.150	.319	.319	.333
COST TO DOORS GOODS MFRD.					
Bright 24 oz.		3.265	3.355	3.035	3.279
Bright 22 oz.	2.907	3.240	3.159	2.899	2.953
TOTAL COST TO DOORS GOODS MFRD.	2.907	3.259	3.268	2.905	3.036
" " " " Prev. Qtr.	3.018	3.268	3.246	3.037	3.121

[fol. 5281]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
3RD QUARTER 1960

22 OZ. PUMPKIN & MINCE

	PUMPKIN 22 oz.	MINCE 22 oz.	MINCE	PUMPKIN
SALES VALUE PER DOZEN	$ 4.00	$ 4.65		
% GROSS MARGIN				
Crozet	36.43%	38.52%		
Webster City	30.87%	34.10%		
Total % Gross Margin	33.82%	36.36%		
NUMBER OF DOZENS PRODUCED				
Crozet	82,299	40,443		
Webster City	72,988	38,397½		
Total Dozens	155,287	78,840		
INGREDIENT COST				
Crozet	1.466	1.859		
Webster City	1.442	1.883		
PACKAGING				
Crozet	.756	.728		
Webster City	.744	.727		
DIRECT LABOR				
Crozet	.140	.119		
Webster City	.159	.125		
DIRECT COST				
Crozet	2.362	2.706		
Webster City	2.345	2.735		
INDIRECT LABOR				
Crozet	.067	.057		
Webster City	.173	.136		
OVERHEAD				
Crozet	.113	.097		
Webster City	.247	.193		
COST TO DOORS GOODS MFRD.				
Crozet	2.542	2.860		
Webster City	2.765	3.064		
Total Cost to Doors Gds. Mfrd.	2.647	2.959		

[fol. 5282]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
3RD QUARTER 1960

22 OZ. FRUIT PIES

	APPLE 22 oz.	CHERRY 22 oz.	PEACH 22 oz.	BOYSENBERRY 22 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 3.80	$ 3.80	$ 3.80	$ 3.80	$ 3.80
% GROSS MARGIN					
Crozet	34.63%	28.77%	29.22%	-	31.63%
Webster City	27.11	22.45	25.22	22.47	24.92
Total % Gross Margin	30.91%	25.54%	27.25%	22.47%	27.95%
NUMBER OF DOZENS PRODUCED					
Crozet	113,795	72,787½	56,248	-	242,830½
Webster City	111,359½	91,114½	55,264	13,844	271,582
Total Dozens	225,154½	163,902	111,512	13,844	513,412½
INGREDIENT COST					
Crozet	1.469	1.680	1.667	-	
Webster City	1.550	1.710	1.576	1.566	
PACKAGING					
Crozet	.721	.723	.721	-	
Webster City	.730	.731	.725	.734	
DIRECT LABOR					
Crozet	.120	.124	.124	-	
Webster City	.119	.118	.124	.127	
DIRECT COST					
Crozet	2.310	2.527	2.512	-	
Webster City	2.399	2.559	2.425	2.427	
INDIRECT LABOR					
Crozet	.062	.064	.064	-	
Webster City	.144	.146	.155	.186	
OVERHEAD					
Crozet	.112	.116	.113	-	
Webster City	.227	.242	.262	.333	
COST TO DOORS GOODS MFRD.					
Crozet	2.484	2.707	2.689	-	2.598
Webster City	2.770	2.947	2.842	2.946	2.853
Total Cost to Doors Gds. Mfrd.	2.626	2.839	2.765	2.946	2.738

[fol. 5283]

NORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
4TH QUARTER 1960

22 OZ. PUMPKIN & MINCE

	PUMPKIN 22 oz.	MINCE 22 oz.	MINCE	PUMPKIN
SALES VALUE PER DOZEN	$ 4.00	$ 4.65		
% GROSS MARGIN				
Crozet	36.43%	38.52%		
Webster City	30.87%	34.10%		
Total % Gross Margin	33.82%	36.36%		
NUMBER OF DOZENS PRODUCED				
Crozet	82,299	40,443		
Webster City	72,988	38,397½		
Total Dozens	155,287	78,840		
INGREDIENT COST				
Crozet	1.466	1.859		
Webster City	1.442	1.883		
PACKAGING				
Crozet	.756	.728		
Webster City	.744	.727		
DIRECT LABOR				
Crozet	.140	.119		
Webster City	.159	.125		
DIRECT COST				
Crozet	2.362	2.706		
Webster City	2.345	2.735		
INDIRECT LABOR				
Crozet	.067	.057		
Webster City	.173	.136		
OVERHEAD				
Crozet	.113	.097		
Webster City	.247	.193		
COST TO DOORS GOODS MFRD.				
Crozet	2.542	2.860		
Webster City	2.765	3.064		
Total Cost to Doors Gds. Mfrd.	2.647	2.959		

[fol. 5284]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
4TH QUARTER 1960

22 OZ. FRUIT PIES

	APPLE 22 oz.	CHERRY 22 oz.	PEACH 22 oz.	BOYSENBERRY 22 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 3.80	$ 3.80	$ 3.80	$ 3.80	$ 3.80
% GROSS MARGIN					
Crozet	31.75%	27.80%	31.34%	-	30.58%
Webster City	25.30	23.67	26.93	23.74%	25.13
Total % Gross Margin	27.91%	25.22%	26.67%	23.74%	27.22%
NUMBER OF DOZENS PRODUCED					
Crozet	90,023½	50,029	43,440	-	183,492½
Webster City	132,337	82,669	66,101	12,758½	293,865½
Total Dozens	222,360½	132,698	109,541	12,758½	477,358
INGREDIENT COST					
Crozet	1.599	1.750	1.633	-	
Webster City	1.676	1.758	1.596	1.664	
PACKAGING					
Crozet	.724	.724	.716	-	
Webster City	.727	.723	.727	.754	
DIRECT LABOR					
Crozet	.116	.114	.112	-	
Webster City	.114	.111	.120	.127	
DIRECT COST					
Crozet	2.439	2.588	2.461	-	
Webster City	2.517	2.592	2.443	2.545	
INDIRECT LABOR					
Crozet	.057	.057	.055	-	
Webster City	.133	.126	.137	.145	
OVERHEAD					
Crozet	.097	.099	.093	-	
Webster City	.189	.183	.197	.208	
COST TO DOORS GOODS MFRD.					
Crozet	2.593	2.744	2.609	-	2.638
Webster City	2.839	2.901	2.777	2.898	2.845
Total Cost to Doors Gds. Mfrd.	2.740	2.841	2.711	2.898	2.766

COST TO DOORS GOODS MANUFACTURED COST REPORT
1ST QUARTER 1961

CALIF. CO-PACKER

	Apple 22 oz.	Cherry 22 oz.	Peach 22 oz.	Boysenberry 22 oz.	Total
SALES VALUE PER DOZEN	$ 4.16	$ 4.16	$ 4.16	$ 4.16	$ 4.16
% GROSS MARGIN Parkway	37.91%	19.03%	32.21%	25.18%	27.80%
NUMBER OF DOZENS PRODUCED Parkway	10,690	13,434	6,687	7,399	38,210
INGREDIENT COST Parkway-Co-Packer Price	2.125	2.942	2.820	3.107	2.724
PACKAGING Parkway	.458	.426		.006	.279
COST TO DOORS GOODS MFRD. Parkway	2.583	3.368	2.820	3.113	3.003

COST TO DOORS GOODS MANUFACTURED COST REPORT
1ST QUARTER 1961

22 02 FRUIT PIES
22 02, SOFT PIES

3 83

24.76
27.16

2475
2648

2,383

876,690 Ind.

" Prev. Qtr. 2.740

5286

[fol. 5287]

COST TO DOORS GOODS MANUFACTURED COST REPORT — CALIFORNIA CO-PACKER
2ND QUARTER 1961 — 22 OZ. FLUT PTS

	Apple 22 oz.	Cherry 22 oz.	Peach 22 oz.	Boysenberry 22 oz.	Total 22 oz.
SALES VALUE PER DOZEN	$ 4.16	$ 4.16	$ 4.16	$ 4.16	$ 4.16
% GROSS MARGIN Parkway	40.67%	20.10%	32.16%	27.89%	34.05%
NUMBER OF DOZENS PRODUCED Parkway	89,388	14,591[6]	19,428	57,139[6]	180,547
INGREDIENT COST	2.462	3.220	2.819	2.999	
Parkway					
	.006	.104	.003	.001	
COST TO DOORS GOODS MFRD.	2.468	3.324	2.822	3.000	2.743
Total Cost to Doors Prev. Qtr.	2.583	3.368	2.820	3.113	3.003

[fol. 5288]

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT 22 OZ. & 20 OZ. PUMPKIN & MINCE
3RD QUARTER 1961

	PUMPKIN 22 oz.	MINCE	MINCE 20 oz.	PUMPKIN 20 oz.
SALES VALUE PER DOZEN	$ 4.00		$ 3.90	$ 3.40
% GROSS MARGIN				
Crozet	36.55%		31.16%	28.14%
Webster City	-		32.08	26.36
Total % Gross Margin	36.55%		31.81%	27.06%
NUMBER OF DOZENS PRODUCED				
Crozet	2,870		3,221	9,607½
Webster City	-		8,235½	14,858
Total Dozens	2,870		11,456½	24,466
INGREDIENT COST				
Crozet	1.460		1.620	1.373
Webster City	-		1.575	1.287
PACKAGING				
Crozet	.725		.670	.696
Webster City	-		.674	.715
DIRECT LABOR				
Crozet	.152		.166	.159
Webster City	-		.140	.178
DIRECT COST				
Crozet	2.337		2.456	2.228
Webster City	-		2.389	2.180
INDIRECT LABOR				
Crozet	.074		.085	.082
Webster City	-		.118	.146
OVERHEAD				
Crozet	.126		.146	.133
Webster City	-		.142	.178
COST TO DOORS GOODS MFRD.				
Crozet	2.537		2.687	2.443
Webster City	-		2.649	2.504
Total Cost to Doors Gds. Mfrd.	2.537		2.6[illegible]	2.480

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS MANUFACTURED COST REPORT
3RD QUARTER 19 61

22 OZ. FRUIT PIES

	APPLE 22 oz.	CHERRY 22 oz.	PEACH 22 oz.	BOYSENBERRY 22 oz.	TOTAL FRUIT
SALES VALUE PER DOZEN	$ 4.16	$ 4.16	$ 4.16	$ 4.16	$ 4.16
% GROSS MARGIN					
Parkway	38.85%	26.44%	35.89%	28.97%	30.50%
NUMBER OF DOZENS PRODUCED					
Parkway	7,296½	58,333	37,102½	16,278	119,010
INGREDIENT COST					
Parkway	2.544	3.060	2.666	2.955	2.891
COST TO DOORS GOODS MFRD.					
Parkway	2.544	3.060	2.666	2.955	2.891

NORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS GOODS MANUFACTURED COST REPORT
4TH QUARTER 1961

	Apple 22 oz.	Cherry 22 oz.	Peach 22 oz.	Boysen-berry 22 oz.	Total Fruit
SALES VALUE PER DOZEN	$ 4.16	$ 4.16	$ 4.16	$ 4.16	$ 4.16
TOTAL % GROSS MARGIN	39.45%	27.57%	34.89%	26.61%	35.45%
NUMBER OF DOZENS PRODUCED					
Apple Co.	97,027	45,201	44,601	770[6]	187,600[6]
INGREDIENT COST					
Co-Packer Price	2.519	3.013	2.709	3.053	2.686
COST TO DOORS GOODS MFRD.					
Apple Co.	2.519	3.013	2.709	3.053	2.686
(Total Cost to Doors Prev. Qtr.)	(2.544)	(3.060)	(2.666)	(2.955)	(2.873)

MORTON FROZEN FOODS DIVISION
CONTINENTAL BAKING COMPANY (INC.)

PERIODICAL COST TO DOORS GOODS MANUFACTURED COST REPORT
4TH QUARTER 1961

16 OZ. PECAN, 20 OZ. & 22 OZ. SOFT PIES

	Pumpkin 20 oz.	Mince 20 oz.	Mince 22 oz.	Pumpkin 22 oz.
SALES VALUE PER DOZEN	$ 3.40	$ 3.90	$ 3.90	$ 3.40
TOTAL % GROSS MARGIN	30.66%	33.06%	25.70%	28.58
NUMBER OF DOZENS PRODUCED				
Crozet	100,514[6]	53,373[6]	8,032[6]	7,261[6]
Webster City	124,627[6]	69,146	5,441	14,174
Total Dozens Produced	225,142	122,519[6]	13,473[6]	21,435[6]
INGREDIENT COST				
Crozet	1.265	1.608	1.828	1.456
Webster City	1.255	1.584	1.829	1.404
PACKAGING				
Crozet	.687	.672	.675	.699
Webster City	.690	.682	.692	.695
DIRECT LABOR				
Crozet	.169	.160	.168	.166
Webster City	.157	.112	.121	.142
DIRECT COST				
Crozet	2.121	2.440	2.671	2.321
Webster City	2.102	2.378	2.642	2.241
INDIRECT LABOR				
Crozet	.070	.066	.070	.067
Webster City	.124	.091	.098	.113
OVERHEAD				
Crozet	.130	.133	.178	.126
Webster City	.161	.119	.126	.145
COST TO DOORS GOODS MFRD.				
Crozet	2.321	2.639	2.919	2.514
Webster City	2.387	2.588	2.866	2.499
Total Cost to Doors Gds. Mfrd.	2.358	2.611	2.898	2.504
(" " " Prev. Qtr.)	(2.480)	(2,659)		

LOCATION Webster City, Iowa — PERIOD ENDING — YEAR 1954

MILES 2,311,655

TRANSPORTATION EXPENSE:	Company Operated Amount	C. P. M.	C. P. M.	Amount
400 Garage Labor - Executives - Superintendents, Foremen			.0017	3975.00
Tractor Expenses:				
401 Labor - (Hours Worked 10,661 ½)(Ave. Rate $1.891)			.0086	20155.52
402 Supplies From Base Plant - Fuel, Oil			.0119	27378.26
403 Supplies From Outside Sources - Fuel, Oil MORTON'S EX			.0272	63738.90
405 Repairs			.0147	34347.81
405 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0017	4011.89
406 Tires			.0050	13794.10
407 Tires From Outside Sources - Casings, Tubes, Repairs, Recaps, Etc.			.0002	350.76
408 Sundries			.0015	3477.73
409 Undistributed For Above			.0003	766.17
410 Plant Vehicles - Credit				
TOTAL TRACTOR EXPENSES			.0711	166521.04
Trailer Expenses:				
411 Labor - (Hours Worked 3782 ½)(Ave. Rate $1.939)			.0031	7335.13
414 Repairs			.0049	11434.48
415 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0003	666.51
416 Tires			.0035	8303.30
417 Tires From Outside Sources - Casings, Tubes, Repairs, Recaps, Etc.			.0002	300.48
418 Sundries			.0010	2352.91
419 Undistributed For Above			.00001	30.39
TOTAL TRAILER EXPENSES			.0130	30421.20
Refrigeration Expenses:				
421 Labor - (Hours Worked 2891)(Ave. Rate $1.946)			.0024	5625.44
422 Supplies From Base Plant - Fuel, Oil			.0025	5824.09
423 Supplies From Outside Sources - Fuel, Oil			.0010	2449.41
424 Repairs			.0025	5946.44
425 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0004	929.94
428 Sundries			.0012	2607.19
429 Undistributed For above			.0002	406.41
TOTAL REFRIGERATION EXPENSES			.0098	22876.10
TOTAL G.M.V. EXPENSES			.0956	223793.34
OTHER TRANSPORTATION EXPENSES:				
430A Dispatcher Wages - Executive			.0011	2467.00
430B Dispatcher Wages			.0030	7007.97
431 Driver Wages (Single)(Double)			.1154	270338.35
432 Loading and Unloading Expenses			.0017	3905.65
433 Driver Expenses			.0057	13253.04
434 Truck Rentals			.0525	122945.79
435 Depreciation - Plant				
436 Depreciation - Equipment			.0002	449.86
437 Transportation Pay Roll Tax			.0039	9053.13
438 Transportation Group Insurance			.0010	2400.00
439 Transportation Other Insurance			.0088	20613.50
440 Tolls - All Kinds			.0044	10173.64
441 Garage Rent			.0010	2400.00
442 Heat, Light and Power			.0006	1509.94
443 Vehicular Accident Expense			.0016	3706.60
444 Repairs - Building $ Equipment $			.0002	478.73
445 Auto Licenses and Permits			.0097	22627.50
446 Telephone			.0034	8065.21
447 Pension Fund - Health & Welfare Fund			.0020	4731.00
448 Vacation Pay			.0033	7749.27
449 Transportation Sundries (Including Credit From Salvage Sales)			.0034	8049.53
450 Safety Awards			.0006	1430.00
TOTAL OTHER TRANSPORTATION EXPENSES			.2235	523355.71
GRAND TOTAL TRANSPORTATION EXPENSES			.3191	747149.05
460 Backhaul Credit - Morton			.3203	177036.28
461 Backhaul Credit - Continental			.2682	14922.35
462 Backhaul Credit - Special Handling			.3339	48735.72
463 Backhaul Credit - Other			.2811	46077.82
NET TRANSPORTATION EXPENSES			.1963	459377.91
Empty Miles - $			$15.12	$354,002
Backhaul Miles - Morton				540,567
Backhaul Miles - Cont'l				55,647
Backhaul Miles - other				163,916
TOTAL REVENUE MILES			$ 32.46	$ 760,130
Special Handling-Miles			$ 6.23	$ 145,960

COMMON CARRIER LEASE OF P/E

	TRUCK	RAILROAD
This Week		
To Date		

TRANSPORTATION EXPENSES:	Amount	C.P.M.	MILES 2,492,324 C.P.M.	MILES Amount
800 Garage Labor – Executives – Superintendents, Foremen			.0014	3,428.00
Tractor Expenses:				
801 Labor – (Hours Worked 12,613.3)(Ave. Rate $2.075)			.0105	26,227.98
802 Supplies From Base Plant – Fuel, Oil			.0110	27,368.78
803 Supplies From Outside Sources – Fuel, Oil MORTON'S EX.			.0296	73,636.96
804 Repairs			.0211	52,696.47
805 Repairs From Outside Sources – Parts, Paint Supplies, Etc.			.0038	9,546.65
806 Tires			.0034	8,524.79
807 Tires From Outside Sources – Casings, Tubes, Repairs, Recaps, Etc.			.0005	1,215.80
808 Sundries			.0020	15,066.66
809 Undistributed For Above			.0004	911.01
810 Plant Vehicles – Credit				
TOTAL TRACTOR EXPENSES			.0823	205,185.10
Trailer Expenses:				
811 Labor – (Hours Worked 3322.7)(Ave. Rate $2.072)			.0027	6,884.83
812 Repairs			.0042	10,363.81
815 Repairs From Outside Sources – Parts, Paint Supplies, Etc.			.0005	1,197.37
816 Tires			.0014	3,554.42
817 Tires From Outside Sources – Casings, Tubes, Repairs, Recaps, Etc.			.0002	531.65
818 Sundries			.0005	1,288.45
819 Undistributed For Above			.0001	173.03
TOTAL TRAILER EXPENSES			.0096	23,993.56
Refrigeration Expenses:				
821 Labor – (Hours Worked 1935.3)(Ave. Rate $2.058)			.0016	3,983.80
822 Supplies From Base Plant – Fuel, Oil			.0017	4,182.73
823 Supplies From Outside Sources – Fuel, Oil			.0015	3,724.63
824 Repairs			.0018	4,398.58
825 Repairs From Outside Sources – Parts, Paint Supplies, Etc.			.0003	787.71
828 Sundries			.0005	1,206.04
829 Undistributed For above			.0001	373.55
TOTAL REFRIGERATION EXPENSES			.0075	18,657.04
TOTAL G.M.V. EXPENSES			.1008	251,263.70
OTHER TRANSPORTATION EXPENSES:				
830A Dispatcher Wages – Executive			.0014	3,428.00
830B Dispatcher Wages			.0032	7,897.54
831 Driver Wages (Single)(Double)			.1155	287,789.16
832 Loading and Unloading Expenses			.0022	5,594.05
833 Driver Expenses			.0060	15,035.74
834 Truck Rentals			.0534	133,002.41
835 Depreciation – Plant				
836 Depreciation – Equipment			.0003	830.12
837 Transportation Pay Roll Tax			.0029	7157.80
838 Transportation Group Insurance			.0012	2,915.75
839 Transportation Other Insurance			.0065	16,195.50
840 Tolls – All Kinds			.0051	12,754.33
841 Garage Rent			.0010	2,400.00
842 Heat, Light and Power			.0008	1,930.90
843 Vehicular Accident Expense			.0015	3,763.79
844 Repairs – Building $ Equipment $			.0011	2,708.81
845 Auto Licenses and Permits			.0116	28,980132
846 Telephone			.0044	10,909.89
847 Pension Fund – Health & Welfare Fund			.0030	7,472.80
848 Vacation Pay			.0046	11,564.46
849 Transportation Sundries (Including Credit From Salvage Sales)			.0033	8,340.54
850 Safety Awards			.0009	2,335.00
TOTAL OTHER TRANSPORTATION EXPENSES			.2269	565,479.33
GRAND TOTAL TRANSPORTATION EXPENSES			.3277	816,743.03
860 Backhaul Credit – Horton			.3217	184,963.76
861 Backhaul Credit – Continental			.2861	12,534.74
862 Backhaul Credit – Special Handling			.3219	45,565.72
863 Backhaul Credit – Other			.2769	62,571.64
NET TRANSPORTATION EXPENSES			.2051	511,107.17
Empty Miles – $			$ 16.10	$ 401,164
COMMON CARRIER LOADS OF T/S: TRUCK RAILROAD				
Backhaul Miles – Horton				575,038
This Week Backhaul Miles – Cont'l				43,815
To Date RAK DK Backhaul Miles – Other				225,992
TOTAL REVENUE MILES			$ 22.80	$ M.I. 48.4

[fol. 5293]

5405

LOCATION 4567 Webster City, Iowa

VERIFIED Comp't Operator

TRANSPORTATION EXPENSE:	Amount	C.P.M.	TOTAL TO DATE MILES 2,617,572 C.P.M.	Amount
800 Garage Labor - Executives - Superintendents, Foremen			.0014	3,653.00
Tractor Expenses:				
801 Labor - (Hours Worked 14,256.)(Ave. Rate $2.231)			.0120	31,802.18
802 Supplies From Base Plant - Fuel, Oil			.0132	34,881.75
803 Supplies From Outside Sources - Fuel, Oil			.0296	78,144.58
804 Repairs MORTON'S EX ..... FOR ID.			.0197	52,251.18
805 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0035	9,383.40
806 Tires			.0046	12,070.10
807 Tires From Outside Sources - Casings, Tubes, Repairs, Recaps, Etc.			.0005	1,292.05
808 Sundries			.0020	5,143.35
809 Undistributed For Above			.0007	1,812.13
810 Plant Vehicles - Credit			.0002	619.30
TOTAL TRACTOR EXPENSES			.0856	226,761.42
Trailer Expenses:				
811 Labor - (Hours Worked 4478.)(Ave. Rate $ 2.178)			.0037	9,755.24
814 Repairs			.0028	7,316.31
815 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0002	644.53
816 Tires			.0034	8,951.37
817 Tires From Outside Sources - Casings, Tubes, Repairs, Recaps, Etc.			.0001	388.12
818 Sundries			.0007	1,744.69
819 Undistributed For Above			.0001	270.20
TOTAL TRAILER EXPENSES			.0110	29,070.46
Refrigeration Expenses:				
821 Labor - (Hours Worked 3295.7)(Ave. Rate $2.175)			.0027	7,167.17
822 Supplies From Base Plant - Fuel, Oil			.0018	4,551.98
823 Supplies From Outside Sources - Fuel, Oil			.0011	2,994.34
824 Repairs			.0019	4,979.09
825 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0007	1,837.84
826 Sundries			.0008	2,226.88
829 Undistributed For above			---	83.86
TOTAL REFRIGERATION EXPENSES			.0090	23,840.77
TOTAL G.M.V. EXPENSES			.1070	283,325.65
OTHER TRANSPORTATION EXPENSES:				
830A Dispatcher Wages - Executive			.0014	3,653.00
830B Dispatcher Wages			.0036	9,559.86
831 Driver Wages (Single)(Double)			.1222	323,445.23
832 Loading and Unloading Expenses			.0008	2,004.91
833 Driver Expenses			.0051	13,447.30
838 Truck Rentals			.0493	130,629.08
835 Depreciation - Plant				
836 Depreciation - Equipment			.0002	612.82
837 Transportation Pay Roll Tax			.0031	8,184.45
838 Transportation Group Insurance			.0004	1,062.00
839 Transportation Other Insurance			.0034	8,911.78
840 Tolls - All Kinds			.0042	11,127.65
841 Garage Rent			.0009	2,400.00
842 Heat, Light and Power			.0008	2,144.64
843 Vehicular Accident Expense			.0025	6,553.63
844 Repairs - Building $ Equipment $			.0006	1,677.77
845 Auto Licenses and Permits			.0087	23,152.18
846 Telephone			.0039	10,430.62
847 Pension Fund - Health & Welfare Fund			.0044	11,700.20
848 Vacation Pay			.0052	13,846.79
849 Transportation Sundries (including Credit From Salvage Sales)			.0020	5,212.95
850 Safety Awards			.0011	2,869.12
TOTAL OTHER TRANSPORTATION EXPENSES			.2238	592,625.98
GRAND TOTAL TRANSPORTATION EXPENSES			.3308	875,951.63
860 Backhaul Credit - Morton			.3304	174,969.24
861 Backhaul Credit - Continental			.2929	14,842.14
862 Backhaul Credit - Special Handling			.3314	47,255.60
863 Backhaul Credit - Other			.3021	75,176.67
NET TRANSPORTATION EXPENSES			.2129	563,707.98
Empty Miles - $			$ 9.15	$ 307.069

Chosen Common Lanes of F/O			
	TRUCK	RAILROAD	
This Week			
5406	967	2	

Backhaul Miles - Morton		529,625
Backhaul Miles - Cont'l		50,680
Backhaul Miles - other		248,821
TOTAL REVENUE MILES	$ 31.12	$ 829,126

[fol. 5294]

5406

TRANSPORTATION EXPENSE:	Amount	C.P.M.	C.P.M.	Amount
			MILES 2,413,350	MILES
800 Garage Labor - Executives - Superintendents, Foremen			.0016	3,776.00
Tractor Expenses:				
801 Labor - (Hours Worked 11,731.6)(Ave. Rate $ 2.221)			.0108	26,053.46
802 Supplies From Base Plant - Fuel, Oil			.0146	35,248.30
803 Supplies From Outside Sources - Fuel, Oil MORTON'S EX. FOR ID.			.0321	77,401.64
804 Repairs			.0120	29,129.89
805 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0024	5,780.80
806 Tires			.0054	12,919.73
807 Tires From Outside Sources - Casings, Tubes, Repairs, Recaps, Etc.			.0006	1,418.57
808 Sundries			.0020	4,742.73
809 Undistributed For Above			.0001	353.83
810 Plant Vehicles - Credit				
TOTAL TRACTOR EXPENSES			.0800	193,048.95
Trailer Expenses:				
811 Labor - (Hours Worked 5233.8)(Ave. Rate $ 2.216)			.0048	11,597.54
814 Repairs			.0031	7,307.85
815 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0002	562.50
816 Tires			.0026	6,169.65
817 Tires From Outside Sources - Casings, Tubes, Repairs, Recaps, Etc.			.0001	349.41
818 Sundries			.0008	1,977.93
819 Undistributed For Above			--	120.88
TOTAL TRAILER EXPENSES			.0116	28,085.76
Refrigeration Expenses:				
821 Labor - (Hours Worked 3795.7)(Ave. Rate $ 2.212)			.0035	8,395.92
822 Supplies From Base Plant - Fuel, Oil			.0018	4,474.34
823 Supplies From Outside Sources - Fuel, Oil			.0010	2,376.06
824 Repairs			.0030	7,167.67
825 Repairs From Outside Sources - Parts, Paint Supplies, Etc.			.0009	2,078.54
828 Sundries			.0009	2,257.33
829 Undistributed For above			--	71.08
TOTAL REFRIGERATION EXPENSES			.0111	26,820.94
TOTAL G.M.V. EXPENSES			.1043	251,731.65
OTHER TRANSPORTATION EXPENSES:				
830A Dispatcher Wages - Executive			.0016	3,776.00
830B Dispatcher Wages			.0039	9,393.29
831 Driver Wages (Single .094225)(Double .056838)			.1308	315,593.68
832 Loading and Unloading Expenses			.0005	1,262.20
833 Driver Expenses			.0050	12,045.98
835 Truck Rentals			.0611	147,502.33
836 Depreciation - Plant			.0012	2,902.11
837 Depreciation - Equipment			.0002	448.12
838 Transportation Pay Roll Tax			.0035	8,468.20
839 Transportation Group Insurance			.0002	560.83
840 Transportation Other Insurance			.0045	10,785.50
841 Tolls - All Kinds			.0052	12,507.05
842 Garage Rent			.0021	5,100.00
843 Heat, Light and Power			.0011	2,722.62
844 Vehicular Accident Expense			.0022	5,444.60
845 Repairs - Building $ Equipment $			.0013	3,080.63
846 Auto Licenses and Permits			.0080	19,385.20
847 Telephone			.0035	8,406.07
848 Pension Fund - Health & Welfare Fund			.0055	13,210.00
849 Vacation Pay Accrual 0			.0075	17,983.42
850 Transportation Sundries (Including Credit From Salvage Sales)			.0022	5,228.26
850 Safety Awards Accrual 860.15			.0007	1,819.00
TOTAL OTHER TRANSPORTATION EXPENSES			.2518	607,625.09
GRAND TOTAL TRANSPORTATION EXPENSES			.3561	859,356.74
860 Backhaul Credit - Morton			.3186	46,126.60
861 Backhaul Credit - Continental			.2663	8,979.69
862 Backhaul Credit - Special Handling			.3166	97,547.94
863 Backhaul Credit - Other			.3064	99,568.55
NET TRANSPORTATION EXPENSES			.2159	521,118.96
Empty Miles - $			$ 15.01	$ 362,216
Owned & Common Lease or P/O: Tractor / Trailer		Backhaul Miles - Morton	19.15%	462,238
This Week In Year		Backhaul Miles - Cont'l	1.40%	33,717
		Backhaul Miles - Other	9.56%	230,280
		TOTAL MILES	$ 30.56	$ 726,235

[fol. 5295]

5407

[fol. 5296]

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-6

5408

File

TELEGRAM
W. P. MARSHALL, PRESIDENT

1201 (1-60)

NL=Night Letter
LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

RA096 OA087

O RCA037 PD AR=WUX REDWOOD CITY CALIF 20 9 50A PST=

WILLIAM KITCHIN, MORTON FROZEN FOODS=

WUX CROZET VIR=

CHAPMAN REPORTS UTAH PIE OFFERING 24 OUNCE PUMPKIN

3.20 DOZEN. HAVE WE EXTRA 5 CENTS FOR UTAH BE

COMPETITIVE=

DICK HALVARSON REDWOOD CITY.

Fred Poche
Let's leave it is our quality should be worth a nickle more

3811
M 11:45A
Af 12:41P

Mediterranean
Maid

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

[fol. 5297]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-7

IN ACCOUNT WITH

Phone HU 4

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

19-3-60

Stan Chapman

Sales Commission on Pies sold to Associated Frozen Foods - September 12, 1960 to October 4, 1960 Inc.

Ticket	507	9-19-60	1150	Cases
	508	9-30-60	1100	
	509	9-13-60	70	
	515	9-21-60	1145	
	516	9-23-60	800	
	522	9-26-60	30	
	526	9-29-60	50	
	527	9-29-60	50	
	531	9-29-60	65	
	533	10-4-60	1080	
			5520	Cases

at 4 cts. per case

[fol. 5298]

In United States District Court

Defendant's Exhibit M-8

CONTINENTAL BAKING COMPANY

SUMMARY OF CORRECTIONS TO CBT PRICING STUDY - FROZEN PIES

	Continental			
Chemaa	Apple	Peach	Cherry	Boysenberry
Salt Lake and Boise Areas				
11/16/59		$1.95	$1.95	
2/15/60		1.80	1.80	
Los Angeles Area				
4/61	$1.92 1/2	$1.92 1/2	$1.92 1/2	$1.92 1/2
5/29/61	1.35	1.57 1/2	1.57 1/2	1.57 1/2
San Francisco	Pumpkin	Mince		
9/15/60	$2.28 1/2	$2.28 1/2		

[fol. 5321]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-9

(See opposite) ☞

[fol. 5323]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-10

SAFEWAY STORES, INCORPORATED

610 - 16th Street, P.O. Box 1168, Oakland 4, California

Safeway Brands Buying Division

June 1, 1962

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Pumpkin and Mince Pies

Dear Mr. Rigby:

Will you be in a position to use our carton with the Marva-lock bottom edge closure this coming pumpkin and mince pie season?

Very truly yours,

Alan W. Young
Manager, Frozen Foods Dept.

AWY:h

5323

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-11

June 15, 1962

Mr. Alan W. Young
Safeway Stores, Inc.
P. O. Box 1168
Oakland 4, California

Dear Mr. Young:

At the present time we are not equipped to use the cartons with the Marre-lock bottom edge closure. We are gradually changing our stock to the Marre-lock bottom edge closure as our inventory decreases on the old style. We hope to have this change complete for the season of 1963.

For your information, we are equipped to take care of your requirements this Fall if you have the old style cartons for Pumpkin and Mince pies.

Yours very truly,

UTAH PIE COMPANY

M. O. Rigby

MOR:v

[fol. 5325]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-12

SAFEWAY STORES, INCORPORATED

510 - 16th Street, P.O. Box 1168, Oakland 4, California

Safeway Brands Buying Division

June 18, 1962

Mr. M. O. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

Thank you for your letter of June 15. We have no Pumpkin or Mince Pie cartons in the old style and, therefore, will apparently be unable to purchase any pies from you this year.

We are puzzled how you can "gradually change your stock to the Marra-lock bottom-edge closure" if you do not have the machine parts to use it?

Very truly yours,

Alan W. Young

Alan W. Young, Manager
Frozen Foods Department

AWY:di

5325

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-13

September 13, 1961

Mr. Alan W. Young
Safeway Stores, Inc.
P. O. Box 1168
Oakland 4, California

Dear Mr. Young:

It will be a pleasure doing business with you again this year. I trust everything is satisfactory concerning the price quoted, quality control and any other small matters.

With the additional contracts we have acquired this year we find we are very short on storage space, we are asking you to send us an order now for immediate delivery to your storage plant for:

3000 Cases Frozen Pumpkin Pies
3000 cases Frozen Mince Pies

If you could do this we would appreciate and it would be a great help to us as we could then keep up with our fall orders.

We would also appreciate it if you would give us more notice on delivery dates for this falls production.

Thank you.

Yours very truly,

UTAH PIE COMPANY

GSR:g

Gaylen S. Rigby

[fol. 5327]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-14

September 22, 1960

Mr. Alan V. Young
Safeway Stores, Inc.
Frozen Foods Department
114 Sansome Street
San Francisco 6, California

Dear Mr. Young:

As you requested during our telephone conversation this week, we are giving you a quotation on our frozen Pumpkin and Mince Pies - the following is based on our regular formula:

F.O.B. Salt Lake City
Safeway Warehouse (Fish Inc & Storage)

Pumpkin Pies	$ 3.13 per dozen
Mince Pies	3.38 per dozen

F.O.B. Salt Lake City
Fish Pie Company Plant

Pumpkin Pies	3.10 per dozen
Mince Pies	3.35 per dozen

Our sample shipment of the pumpkin and mince pies left Salt Lake air mail express yesterday - one case containing two pies of each type.

Yours very truly,

FISH PIE COMPANY

cm'g

Ogden S. Rigby

5327

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-15

BRYANT O. RIGBY
PRESIDENT
HERBERT O. RIGBY
VICE PRESIDENT

UTAH PIE COMPANY

ESTABLISHED 1934
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

October 11, 1960

Mr. Alan W. Young
Safeway Stores, Inc.
114 Sansome Street
San Francisco 6, California

Dear Mr. Young:

In the matter of brokerage shown in the last paragraph of our letter of October 1st. inadvertently the word "brokerage" was typed in the paragraph, the Utah Pie Company does not employ brokers in the sale of their products.

Relating to differential Bel-air price to our regular trade we wish to say that this difference does not exceed the savings we would realize in our cost of manufacturing, sale (excluding brokerage or brokerage expense) or delivery which would result from the different methods or quantities in which these products would be sold and delivered by us to you and by us to other customers.

In answer to your wire of September 30th. and confirming our telephone conversation of same date the Utah Pie Company assures you our Mince Meat Pies and our Pumpkin Pies will contain all the ingredients as listed in your telegram of September 30, 1960.

Yours very truly,

UTAH PIE COMPANY

GSR'g

Gaylen S. Rigby

[fol. 5329]

SAFEWAY STORES, INCORPORATED

114 Sansome Street, San Francisco 6, California

Frozen Foods Department

December 30, 1960

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

We realize that you are anxious to pack other flavors for us and it certainly would save us some freight if we could pack in your plant. However, there are several reasons which make us hesitate to do so at the present time.

First, the prices you quoted us on Pumpkin and Mince were below your prices on your own brand as you were able to reflect cost savings. However, the prices you have quoted us on fruit pies are substantially higher than you are quoting on your own brand, and two out of the three which you have quoted us are substantially higher than we are paying our present supplier.

We are concerned at the absence of any quality control in your plant. The fact that this may resultin pies that are not equal to the quality which you are supposed to be packing showed up in the production samples you sent to us, where one of the Pumpkin Pies was extremely runny. In fact, all of them were more moist than the samples shipped from the production made while Mr. Roth was there, and we are wondering if the 5 to 7% moisture reduction, which we requested and for which we paid an additional price, was actually incorporated in all of the production.

Although we specifically checked with you by wire beforehand to be sure that the ingredients on our Mince and Pumpkin cartons were correctly stated as far as your formulas were concerned, and although you confirmed that they were, we found on actually checking production that this was not the case.

5329

(4) You also promised to install a coding device, but there was no evidence of this on the samples you shipped to us from production so, of course, we can not pin down the defective Pumpkin samples even to the day of production. Incidentally even if automatic coding of every package was impossible, t production samples should have been clearly marked or bande so that the date and time of production for that particular sample would be known.

If you care to discuss the above points in greater detail, would be happy to do so.

Very truly yours,

Alan Young

Alan W. Young
Manager

AWY:dm

I will be a
1/9 th 1/14

Utah Oil Co.
Cost Analysis - 1960

	Apple	Cherry	Boysen berry	Blue-berry	Mixed Fruit	Pumpkin	Peach
Ingredients:							
Fruit	2205	3600	9240	6230	23054	1540	5760
Sugar	900	720	3330	1070		1000	640
Starch	36	46	174	126			83
W-13	71	113	335	233			142
Salt	02	02	02	04		03	02
Spice	41					180	16
Coloring			44				
Other						10 38	
Total Cost per Batch	3263	4521	13150	7733	23054	4348	6643
Batch No. of lbs.	848	1138	1301.6	554.66	2227.0	674.74	658.74
Cost per lb. (4)	024	023	021	014	010	0287	010
Dough box, tin, tape, shipping case	003	003	008	006	005	010	005
Total	027	026	029	020	015	039	015
Multiplied by 12	3.24	3.12	3.48	2.40	1.80	4.68	1.80
Labor & Overhead	046	051	051	031	023	094	031
Paper Cost	—	—	—	—	—	044	—
Ass'd Misc. Additions	02	02	—	—	—	020	—
Total Cost (Carton)	3.67	3.65	3.99	2.71	1.92	5.50	2.11

Other ingredients (Average)
Corn Syrup 40
Milk 4.2
Flour 6.2
Eggs 4.0
Tapioca Flour 1.1
Total 55.5

(A) If an apple pie crust is desired in addition to one of these pies, this cost should be added

5331

Utah Pie Co.

Cost Analysis - 1962

	Apple	Cherry	Boysen-berry	Blue-berry	Mince-Meat	Pumpkin	Peach
Ingredients:							
Fruit	.2200	.1760	.1430		.2376	.1584	.1500
Sugar	.0467	.0230	.0273			.0234	.0142
Starch	.0174	.0125	.0185				.0131
W-13	.0172	.0187	.0154				.0272
Salt	.0015	.0015	.0015			.0257	.0015
Coloring	—	.0022	.0022				.0125
Spices	.0041	—	—			.0142	—
Other	—	—				.0246	—
Total - Cost per Batch	.6.93	.7.36	.6.704		.2376	.1.1587	.5.930
Batch - No of lbs	1749	1749	1649		2988	2547	2132
Cost per lb. (a)	.0040	.0042	.0041		.0080	.00454	.00278
Multiplied by 12	.048	.050	.049		.0960	.0545	.0334
Dough Cost Per No. Shipping Case	.1.523	.1.524	.1.524		.1.524	.1.058	.1.524
Labor + Overhead	.53	.53	.53		.53	.60	.53
Total Cost (per doz.)	.2.1035	.2.1040	.2.07		.2.1240	.2.6586	.2.0574

Other ingredients (Apple Pie)

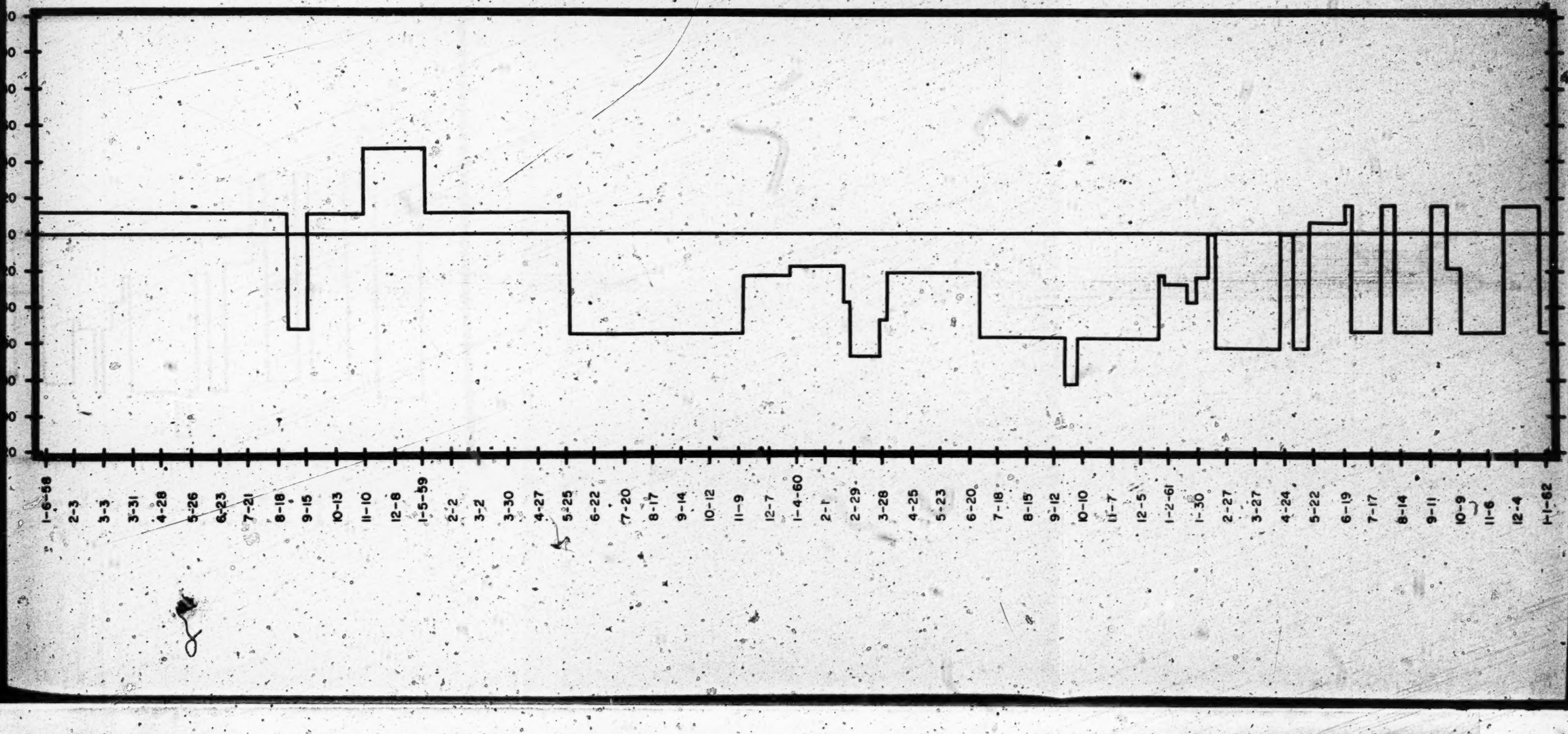
Corn Starch	.0044
Salt	.0015
Fumaric Flour	.0149
Flour	.013
Sugar	.0220
Total	.0558

(a) Note: Cooking to cost of ingredients (Apple Pie) is all in Pounds. Others listed in oz.

[fol. 5333 and 5337]

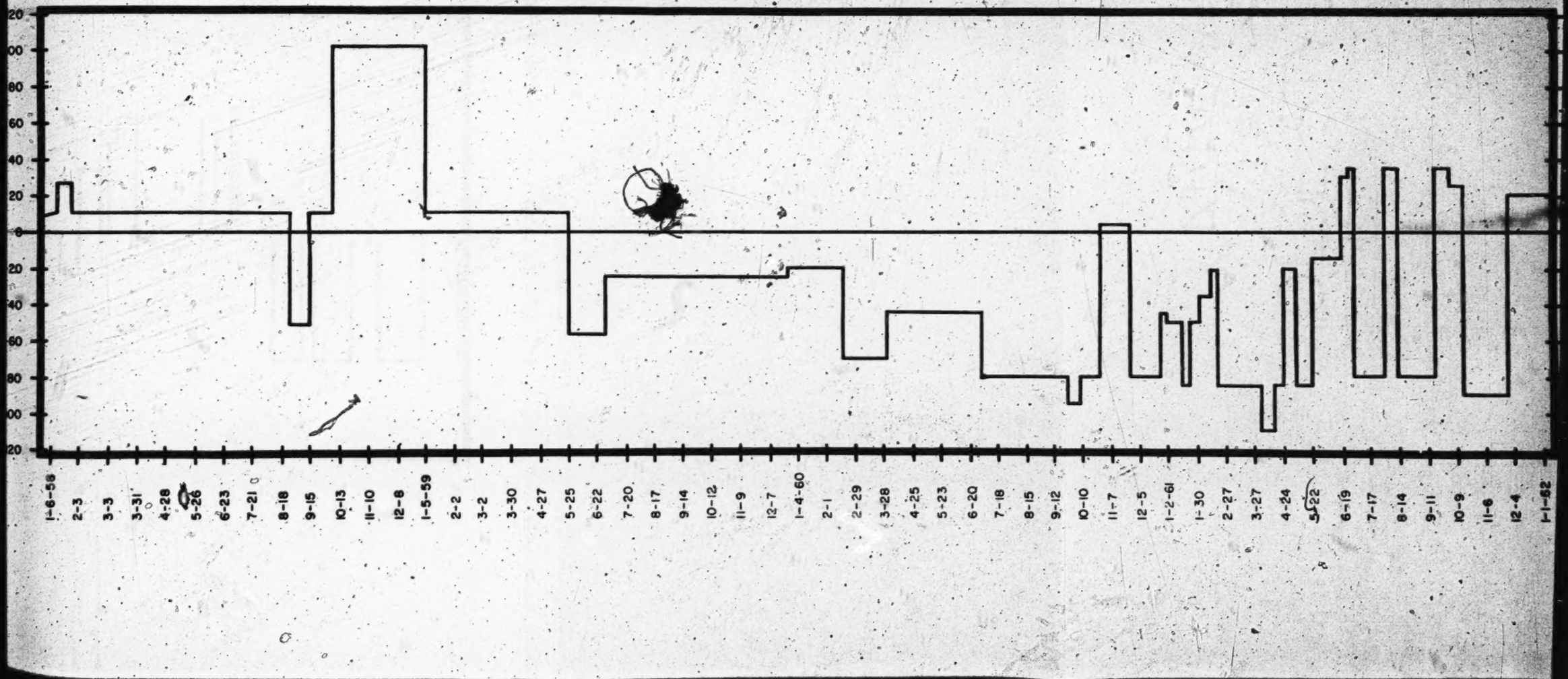
IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-20

MORTON CHERRY PRICE DIFFERENTIAL SALT LAKE VS OMAHA



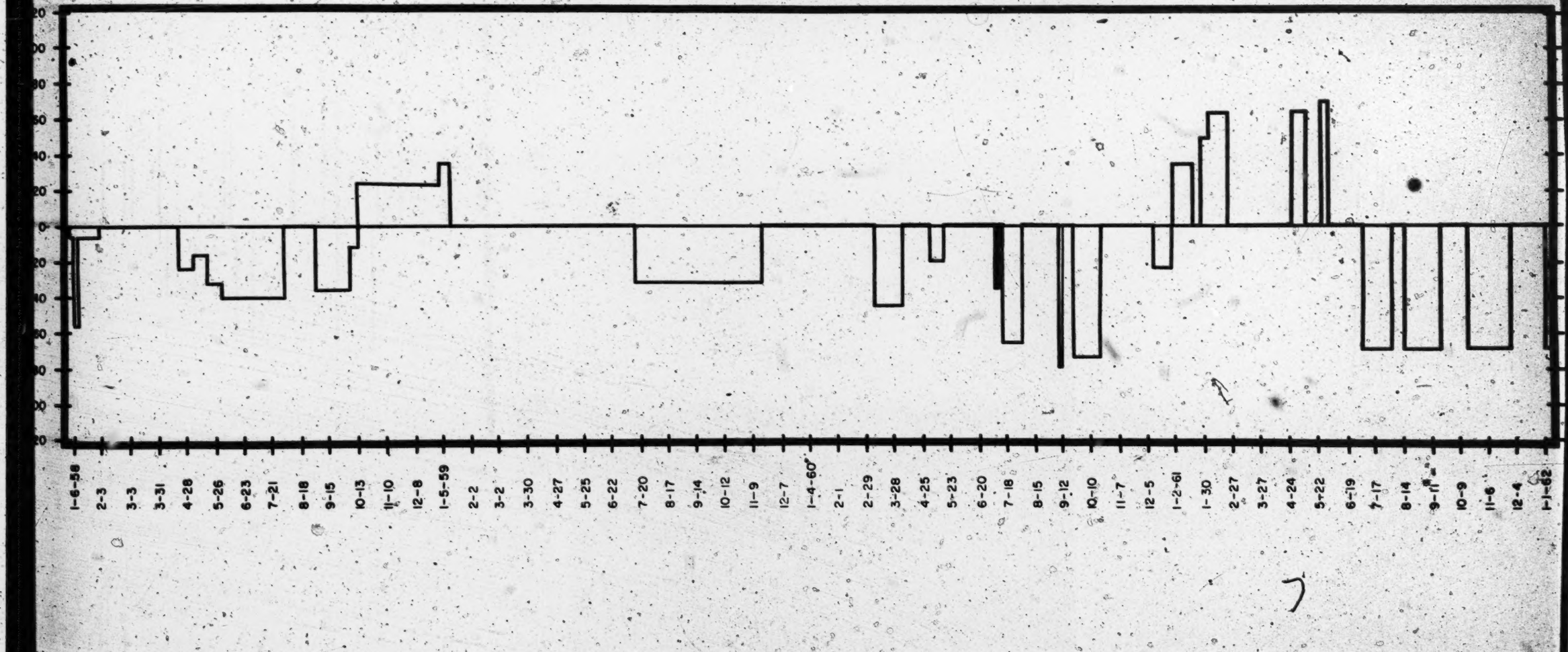
[fol. 5334 and 5337]

MORTON APPLE PRICE DIFFERENTIAL SALT LAKE VS OMAHA



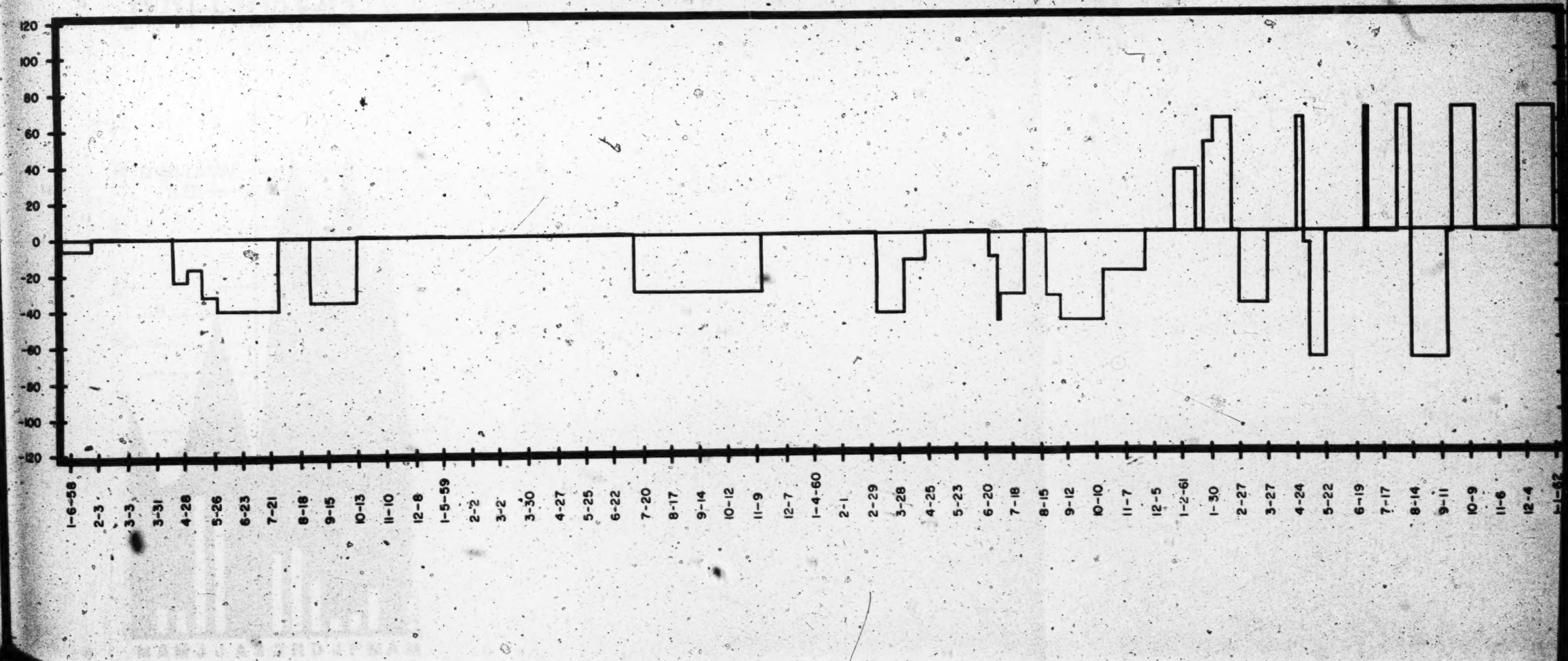
[fol. 5335 and 5337]

MORTON CHERRY PRICE DIFFERENTIAL SALT LAKE VS LOS ANGELES

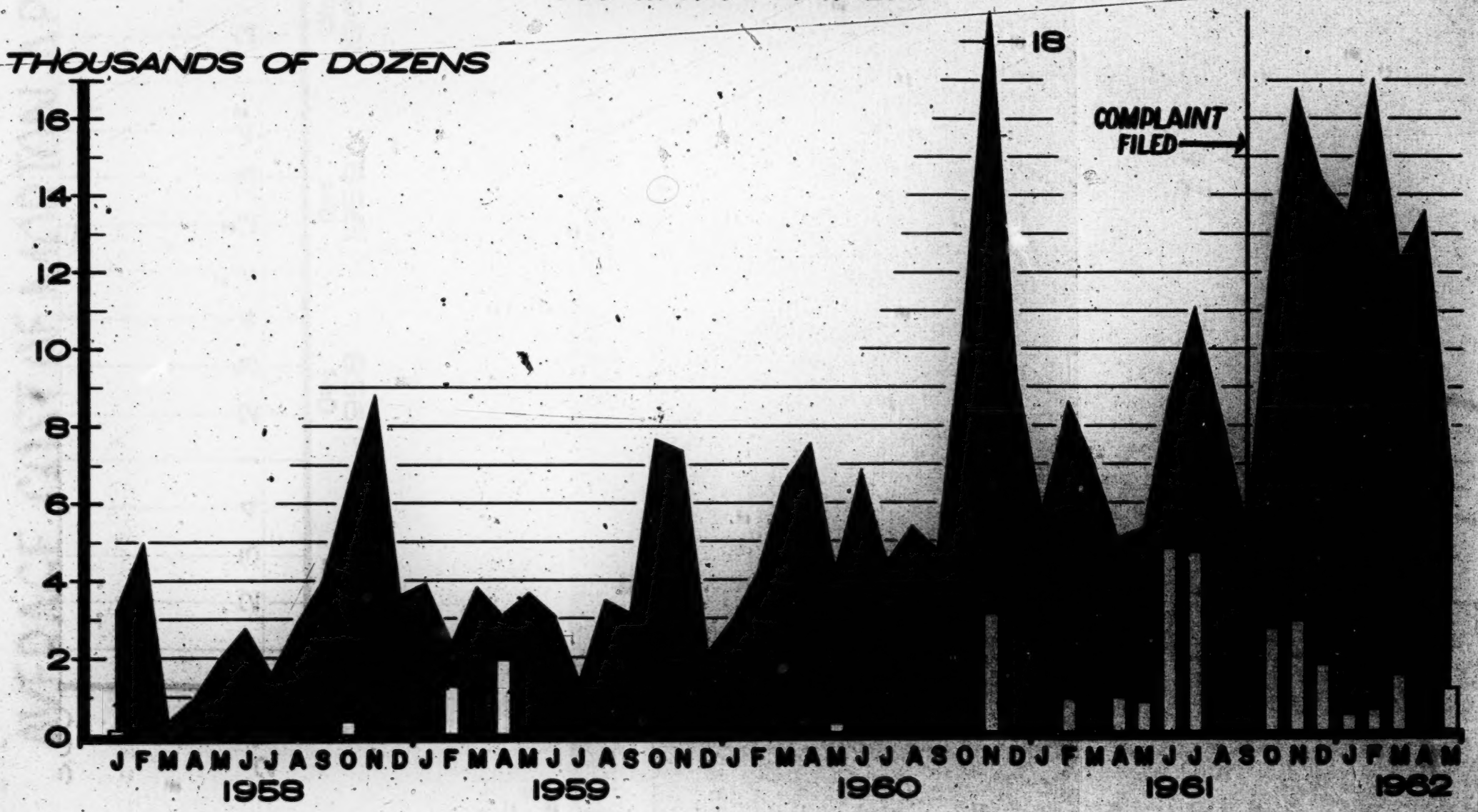


[fol. 5336 and 5337]

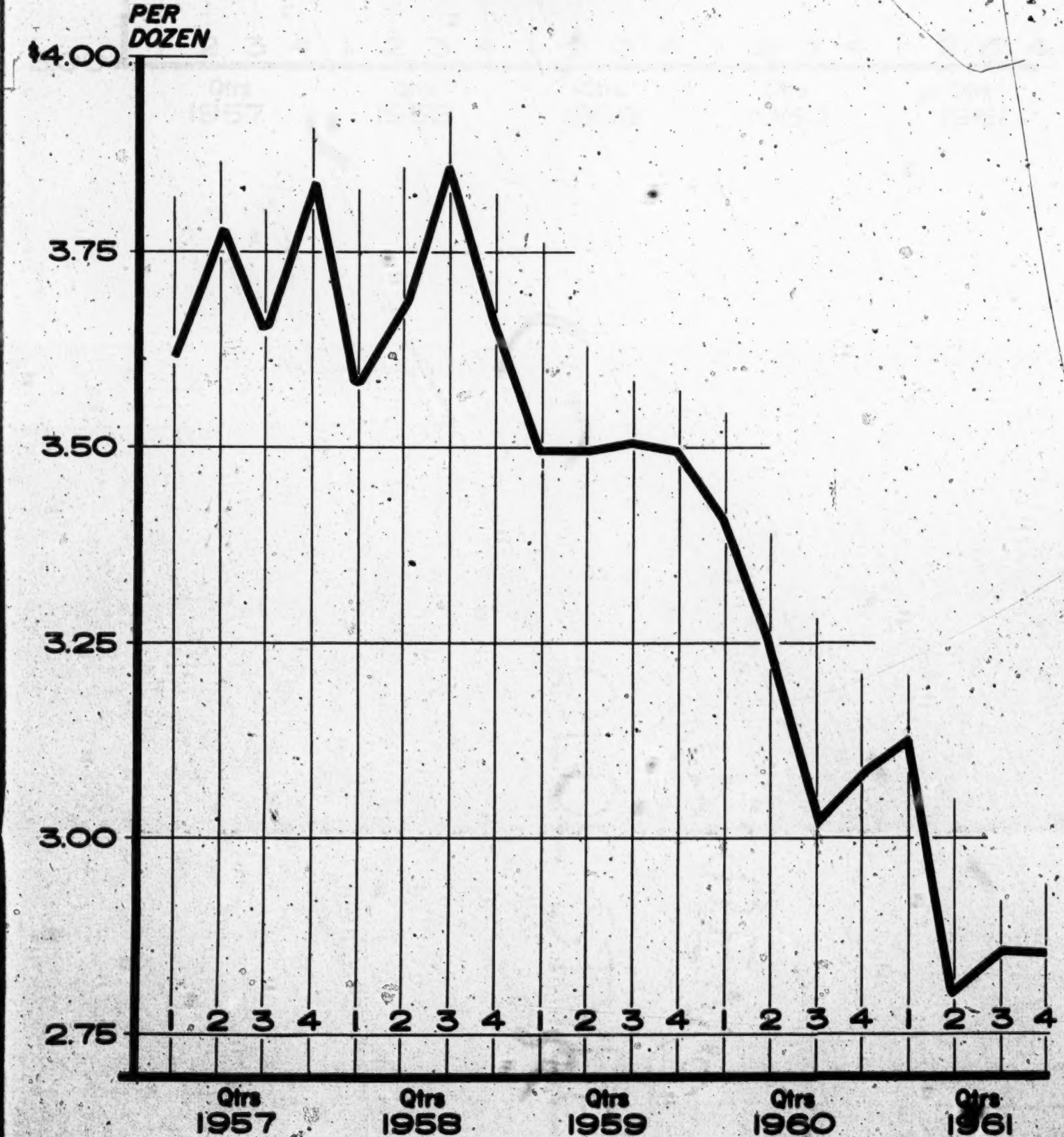
MORTON CHERRY PRICE DIFFERENTIAL SALT LAKE VS SAN FRANCISCO



COMPARISON OF PLAINTIFF'S SALES WITH SALES BY MORTON, ALL FLAVORS, UTAH-IDAHO TRADING AREA



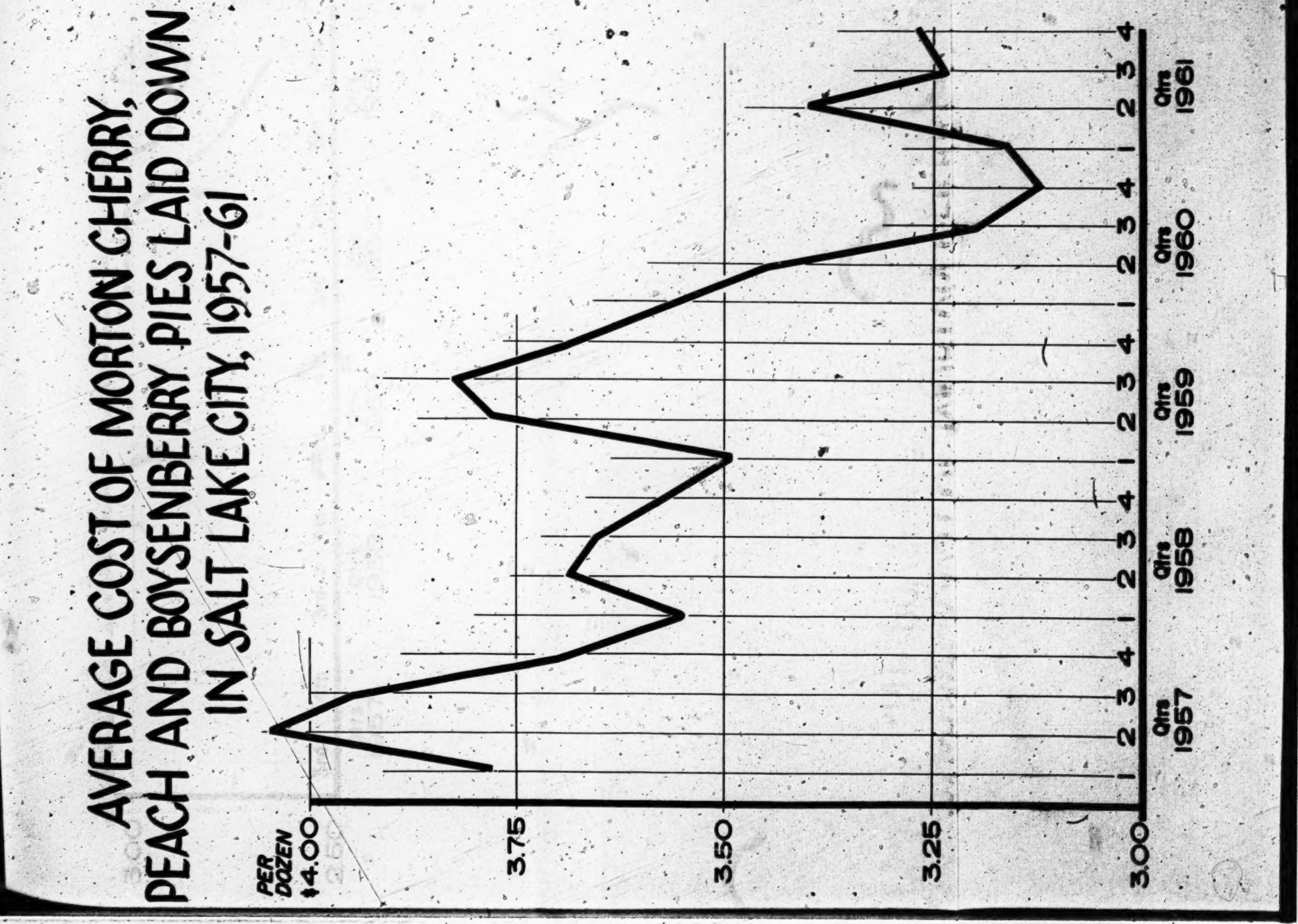
AVERAGE COST OF MORTON APPLE PIES LAID DOWN IN SALT LAKE CITY 1957-61



In United States District Court
Defendant's Exhibit M-22

[fol. 5339]

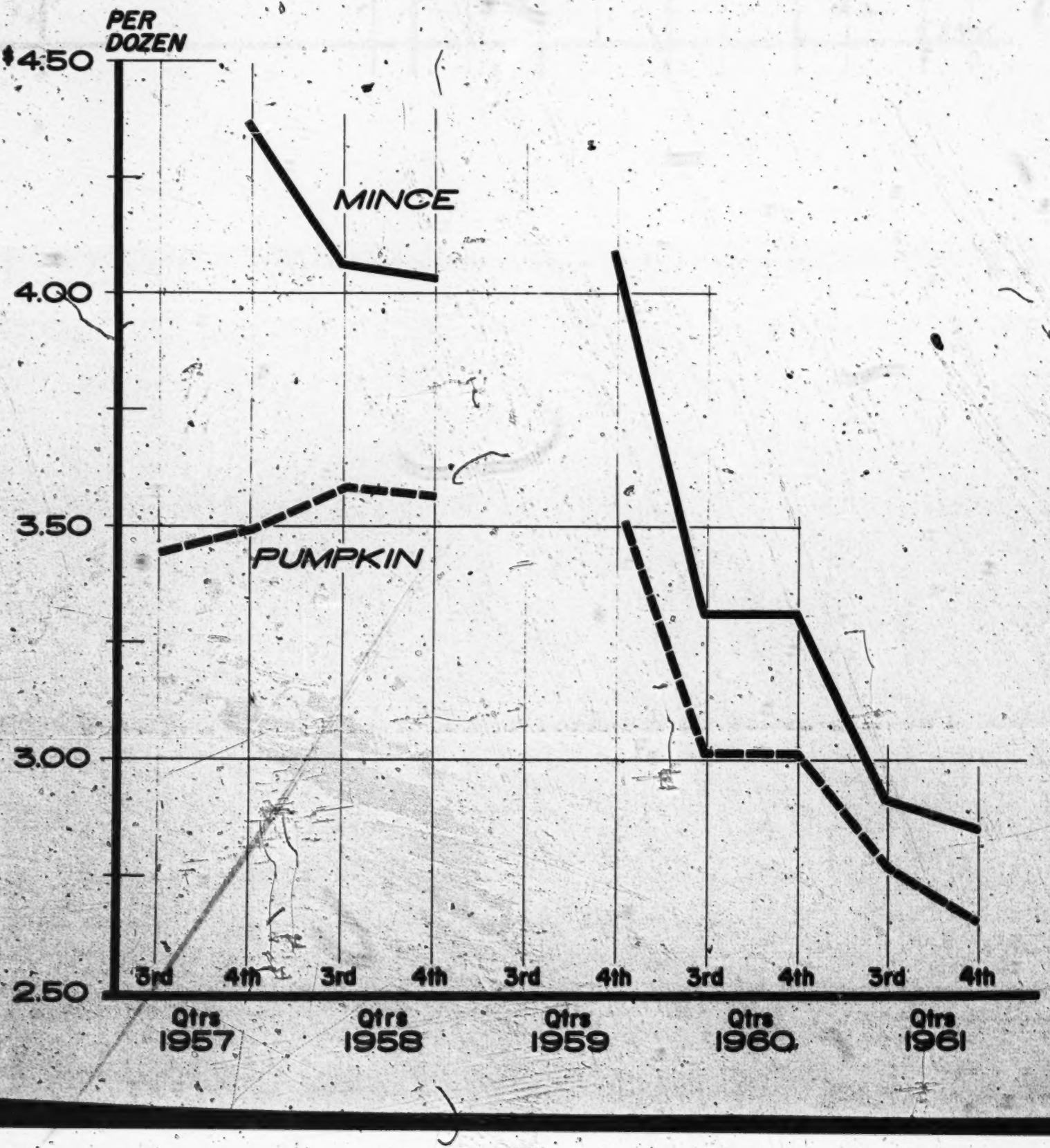
5450


AVERAGE COST OF MORTON CHERRY,
PEACH AND BOYSENBERRY PIES LAID DOWN
IN SALT LAKE CITY, 1957-61
PER DOZEN
$4.00
3.75
3.50
3.25
3.00
Qtrs 1957
Qtrs 1958
Qtrs 1959
Qtrs 1960
Qtrs 1961

5

In United States District Court
Defendant's Exhibit M-24

AVERAGE COST OF MORTON PUMPKIN AND MINCE PIES LAID DOWN IN SALT LAKE CITY, 1957-61



[fol. 5341]

5452

Summary of Profit & Loss Utah-Idaho Area

Year	Net Sales	Gross Profit	Less Commissions	Profits
1958	9[illegible]127	5793		5793
1959	13779[illegible]	12615	1320	11295
1960	13[illegible]700	7663	N/A	7663
1961	5934[illegible]	13513	5674	107841

Net Sales - Actual invoices to customers in this area less advertising allowances (except co-op advertising) billbacks and/or temporary price discounts.

Gross Profit - Net Dollars Income after deducting
- A Cost to Dodge of Products Sold
- B Motor Representative at Warehouse
- C Freight to Customer or Warehouse
- D Warehouse Expense where applicable
- E Co-op Advertising Allowances per Contracts
- F Brokerage Expense - 3% of Net Sales

Salesmens Commissions - 1/2 of 1% of increase in net sales over prior years net sales.

Net Profit - Net Dollars resulting from deduction of above from Net Sales

5453

Morton Frozen Foods Division
Continental Baking Company
Profit & Loss - Sales of Fruit Pies
Upon - Items Having Been

In United States District Court
Defendant's Exhibit M-26

[fol. 5343]

60 # Cwt - 22½ = 137.6
Plus 1/2 Ton

Invoice No.	Customer	Date Inv.	Date Ship	Dozens Sold	Flavor	Price Per Dozen	Allow. Paid	Net Price Per Dozen	Cost To Doors	Cost of Morton Representative	Cost of Freight	Cost of Storage	Cost of Co-Op Adv.	Cost of Brokerage	Total Cost Per Dozen	Profit or Loss Per Dozen	Total Gain or Loss	Percentage
		1956																
30541	A. A. Ferguson Trustee	1/6	1/3	95	Cherry	5.24		5.24	3.398	—	.244	.146	.100	.157	4.044	1.196	113.62	
30568		1/10	1/7	2	Boysenberry	5.54		5.54	3.461	—	.244	.146	.100	.166	4.117	1.423	2.84	
30565	Booth Fisheries	1/10	1/7	4	Apple	4.94		4.94	3.598	—	.244	.146	.100	.148	4.236	.704	2.81	
				2	Boysenb'y	5.54		5.54	3.461	—	.244	.146	.100	.166	4.117	1.423	2.84	
30589	A. A.	1/10	1/10	5	Boysenb'y	5.68		5.68	3.461	—	.244	Direct	.100	.170	3.975	1.705	8.52	
				10	Cherry	5.08		5.08	3.398	—	.244	"	.100	.152	3.994	1.086	10.86	
30594	Arden Farmgrove	1/13	1/10	6	Apple	4.94		4.94	3.598	—	.244	.146	.100	.148	4.236	.704	4.22	
				1	Boysenb'y	5.54		5.54	3.461	—	.244	.146	.100	.166	4.117	1.423	1.42	
30597	Booth Fisheries	1/20	1/15	175	Apple	4.94		4.94	3.598	—	.244	.146	.100	.148	4.236	.704	123.20	
				5	Boysenb'y	5.54		5.54	3.461	—	.244	.146	.100	.166	4.117	1.423	7.11	
				1	Pumpkin	5.24		5.24	3.267	—	.244	.146	.100	.157	3.910	1.330	1.33	
				25	Mince	5.54		5.54	4.127	—	.244	.146	.100	.166	4.823	.717	17.92	
30619	Arden	1/27	1/24	1	Cherry	5.16		5.16	3.398	—	.244	.146	.100	.155	4.043	1.117	1.12	
30695		1/4	1/24	4	Mince	9.25		9.25	4.127	—	.244	.146	.100	.123	4.740	(.990)	(3.96)	
30735	Arden	1/30	1/27	5	Apple	5.16		5.16	3.598	—	.244	.146	.100	.155	4.243	.917	4.59	
				5	Boysenb'y	5.46		5.46	3.461	—	.244	.146	.100	.164	4.115	1.335	6.68	
				5	Cherry	5.16		5.16	3.398	—	.244	.146	.100	.155	4.043	1.117	5.59	
30736	Booth	1/30	1/27	1	Peach	5.16		5.16	3.529	—	.244	.146	.100	.158	4.177	.983	.98	
30807	A. A.	1/31	1/28	25	Cherry	5.16		5.16	3.398	—	.244	.146	.100	.155	4.043	1.117	27.92	
				2	Boysenberry	5.46		5.46	3.461	—	.244	.146	.100	.164	4.115	1.335	2.67	
32517	A + P Fisheries	2/3	1/30	3	Apple	5.16		5.16	3.598	—	.244	.146	.100	.156	4.244	.916	2.75	
				3	Cherry	5.16		5.16	3.398	—	.244	.146	.100	.156	4.044	1.116	3.35	
70732	A. A.	1/31	1/31	22	Cherry	4.98		4.98	3.398	—	.244	Direct	.100	.149	3.971	1.009	22.20	
				5	Boysenb'y	5.28		5.28	3.461	—	.244	"	.100	.158	3.983	1.347	6.74	
32701	A. A.	2/6	2/3	15	Apple	5.16		5.16	3.344	—	.244	.146	.100	.154	3.988	1.172	17.58	
32841	A. A.			5	Boysenb'y	5.25		5.25	3.168	—	.244	.146	.100	.158	3.816	1.434	7.17	
33048	Booth	2/11	2/6	3	Cherry	5.16		5.16	3.274	—	.244	.146	.100	.158	3.922	1.237	3.71	
				5	Boysenb'y	5.46		5.46	3.168	—	.244	.146	.100	.158	3.816	1.644	8.22	

Invoice No.	Customer	Date Inv.	Date Ship	Dozens Sold	Flavor	Price Per Dozen	Allow. Paid	Net Price Per Dozen	Cost To Dlrs.	Cost of Alum Rep	Cost of Freight	Cost of Storage	Cost of Co-Op Adv.	Cost of Brokerage	Total Cost Per Dozen	Profit or Loss Per Dozen	Total $
		1958															
34205		2/26	3/14	2	Apple	5.16		5.16	3.344	—	.244	.195	.100	.152	3.956	1.174	2.34
				1	Cherry	5.16		5.16	3.276	—	.244	.195	.100	.152	3.967	1.193	1.19
				5	Pumpkin	4.00		4.00	3.262	—	.244	.195	.100	.120	3.821	.179	.89
						34.45											
34247	Q. M.	2/27	3/24	10	Apple	5.16		5.16	3.344	—	.244	.195	100	.152	3.935	1.215	11.21
				3	Bayscomb'y	5.46		5.46	3.168	—	.244	.195	100	.168	3.825	1.635	4.91
						67.98											
34247		5/6	4/30	2	Cherry	5.16		5.16	3.276	—	.244	.195	.100	.152	3.967	1.193	2.38
				3	Bayscomb'y	5.46		5.46	3.168	—	.244	.195	.100	.168	3.825	1.635	4.90
				3	Peach	5.16		5.16	3.678	—	.244	.195	.100	.152	4.169	.991	2.97
				1	Pumpkin	3.25		3.25	3.262	—	.244	.195	.100	.098	3.849	(.599)	(.59)
						34.71											
34307		5/15	4/7	45	Pumpkin	3.25		3.25	3.262	—	.244	.195	.100	.098	3.849	(.599)	(26.95)
						146.25											
40885	B.M.	5/19	4/14	3	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	3.20
				2	Bayscomb'y	5.46		5.46	3.168	—	.244	.195	.100	.168	3.825	1.635	3.27
				25	Cherry	5.16		5.16	3.576	—	.244	.195	.100	.152	4.160	1.000	25.00
						39.30											
41838	Q.M.	5/22	5/19	5	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	5.31
				2.5	Peach	5.16		5.16	3.654	—	.244	.195	.100	.152	4.295	.865	2.16
						38.70											
41990	Q+P Lichnier	5/28	5/20	3	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	3.20
				4	Bayscomb'y	5.46		5.46	3.168	—	.244	.195	.100	.168	3.825	1.635	6.54
						37.38											
41968		5/26	4/23	3	Apple	5.16		5.16	3.456	—	.244	.195	100	.152	4.097	1.063	3.20
						10.32											
43787	Chas Sec Co.	7/7	4/25	2	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	2.13
				2	Cherry	5.16		5.16	3.516	—	.244	.195	.100	.152	4.168	1.000	2.00
						20.64											
43959	Q. M.	7/3	4/30	5	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	5.31
				5	Cherry	5.16		5.16	3.516	—	.244	.195	.100	.152	4.168	1.000	5.00
						51.60											
45359	Q+P Fiel	7/25	7/21	4	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	4.25
				2	Cherry	5.16		5.16	3.516	—	.244	.195	.100	.152	4.168	1.000	2.00
						30.96											
45840	Assn. Shee.	8/1	7/28	3	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	3.20
				2.5	Cherry	5.16		5.16	3.516	—	.244	.195	.100	.152	4.168	1.000	2.50
						28.56											
46809	" "	8/15	8/4	3	Apple	5.16		5.16	3.456	—	.244	.195	.100	.152	4.097	1.063	3.20
						15.48											
74247	" "	8/15	8/6	14	Apple	4.98		4.98	3.456	—	.244	Direct	100	.152	4.097	.877	12.27
				15	Bayscomb'y	5.28		5.28	3.168	—	.244	"	100	.168	3.812	1.468	22.02
				15	Cherry	4.98		4.98	3.516	—	.244	"	100	.152	4.012	.968	14.52
				5	Peach	4.98		4.98	3.654	—	.244	"	100	.152	4.150	.830	4.15
				136		20.55											

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Ledger No.	Customer	Date Taken	Date Sold	Dozens Sold	Flavor	Price Per Dozen	Allow. Paid	Net Price Per Dozen	Cost To Doors	Cost of Norton Rep	Cost of Freight	Cost of Storage	Cost of Co-Op Adv.	Cost of Brokerage	Total Cost Per Dozen	Profit or Loss Per Dozen	Total Profit or Loss	Remarks
46750	Q. Y.	8/26	9/11	2	Cherry	$5.16 10.32		5.16	3.439	—	294	145	100	153	4.082	1.077	$ 2.16	
75407	Q Y	10/10	10/18	10	Apple	4.92		4.92	3.406	-	.587	Direct	100	142	4.134	.786	7.86	
				6	Cherry	4.92 29.52		4.92	3.439	-	.587	"	100	142	4.168	.752	4.51	
75777	Dependable	10/31	11/25	200	Pumpkin	4.68		4.68	3.247	-	.294	Direct	100	142	3.783	.897	179.40	
				125	Mince	5.16 645.00		5.16	3.824	-	.294	"	100	152	4.370	.790	98.80	
53223	Q & P Fried	11/19	11/27	6	Apple	5.16		5.16	3.422	-	.294	145	100	152	4.113	1.047	6.28	
				2	Cherry	5.16 41.44		5.16	3.415	-	.294	145	100	152	4.106	1.054	2.11	
				648		$3321.37											Total Profit - 1957 -	$ 1,000.00
		1957																
53809	Q & P Fried	2/7	2/19	2	Cherry 24oz	4.60 9.20		4.60	3.415	-	.251	145	100	138	4.049	.551	1.10	
70891	Acme F. F.	2/13	2/18	1200	Cherry 24oz	4.37 5196.00		4.37	2.415	-	.587	Direct	100	134	3.826	.544	652.80	
64065	Acme F F	4/20	5/13	24	Cherry 24oz	4.60 110.40		4.60	3.415		.251	145	100	138	4.049	.551	13.22	
80187	" "	4/24	5/20	41	Cherry 24oz	4.60 188.60		4.60	3.415	-	.251	145	100	138	4.049	.551	22.59	
64869	" "	5/7	5/24	5	Apple 24oz	4.60		4.60	3.114	-	.375	145	100	138	3.874	.726	3.63	
				1	Peach 24oz	5.16 28.16		5.16	3.454	-	.375	145	100	138	4.114	.976	9.76	
81147	Q & P Fried	7/15	7/18	2	Apple 24oz	4.60		4.60	3.114		.375	145	100	138	3.874	.726	1.45	
				1	Pineapple "	5.16 19.36		5.16	3.099 (inc.)		.294	145	100	150	3.788	1.372	13.72	
30287	— Acme Fried	9/17	9/26	1900	Apple 24oz	4.37 8,303.00		4.37	3.114		.375	Direct	100	138	3.727	.643	1,117.20	
30780	Q & P Fried	6/10	6/20	25	Apple 24oz	4.60		4.60	3.114		.375	145	100	138	3.874	.726	18.15	
				15	Pineapple 24oz	5.16		5.16	3.099 (inc.)		.294	145	100	150	3.788	1.372	20.58	
				25	Cherry 24oz	4.60		4.60	3.752		.374	145	100	138	4.511	.089	2.22	
				1	Peach 24oz	5.16 5.16		5.16	3.460		.374	145	100	155	4.235	.925	.93	
						$13779.07												
		1960															Total Profit - 1958 -	$ 1,238.45
58974	Connery Sales, Inc	6/6	6/8	250	Apple 22oz	3.44		3.44	2.907 (inc.)		.253	Direct	050	.109	3.349	.321	80.25	
63916	Acme Foods, Rockville	11/4	11/5	250	Apple 22oz	4.04		4.04	2.839 (inc.)		.263	Direct	050	.121	3.263	.777	194.25	
				200	Pumpkin 24oz	4.24		4.24	2.765 (")		.253	"	050	.127	3.195	1.045	209.00	
				150	Mince 24oz	4.64		4.64	3.064 (")		.253	"	.050	.137	3.504	1.134	170.10	

Invoice No.	Customer	Date Inv.	Date Ship	Dozens Sold	Flavor	Price Per Dozen	Advertising Allow. Paid	Net Price Per Dozen	Cost To Us Dozen	Cost of Morton Rep.	Cost of Freight	Cost of Storage	Cost of Co-Op Adv.	Cost of Brokerage	Total Cost Per Dozen	Profit or Loss Per Dozen	Total Profit (or Loss)
		1960 (Cont'd)															
63976	Idaho Creameries Idaho Falls	11/4	11/5	150	Apple	4.04	.84	3.20	2.839 W.C.	-	.253	Direct	$ .056	$ .096	$ 3.238	$ (.038)	$ (570)
				100	Cherry	4.04	—	4.04	2.901 "	-	.253	"	.056	.121	3.325	.715	715
				225	Pumpkin 22 oz.	4.24	.80	3.44	2.765 "	-	.253	"	.056	.103	3.171	.269	6053
				225	Mixed "	4.40	1.20	3.44	3.064 "	-	.253	"	.056	.103	3.470	(.030)	(675)
						3.754.00											
64698	Amer. Foods, Pocatello	11/25	11/23	700	Apple	4.00	.84	3.16	2.839 W.C.	-	.253	Direct	.056	.095	3.237	(.077)	(5390)
				350	Pumpkin 22 oz.	4.20	.80	3.40	2.765 "	-	.253	"	.056	.103	3.170	.230	8050
				150	Mixed "	4.60	1.20	3.40	3.064 "	-	.253	"	.056	.103	3.496	(.069)	(1035)
						4.960.00											
69743	American Stores, Ogden	12/15	11/25	600	Apple	4.04	.84	3.20	2.839 W.C.	-	.253	Direct	.056	.096	3.236	(.036)	(2160)
						2.424.00											
		1961				13.972.00										TOTAL PROFIT - YEAR 1960 -	$ 76615
62265	American Stores, Ogden	2/25	2/27	175	Apple	4.04	.64	3.28	2.859 W.C.		.27	Direct	—	.101	3.230	.142	2485
				175	Boysenb'y	4.04	.64	3.38	2.970		.27	"	—	.101	3.343	.027	472
				250	Cherry	4.04	.16	3.38	2.943		.27	"	—	.101	3.345	.065	1625
								2.028.00									
63906	Amer. Stores, Pocatello	2/25	2/27	100	Boysenby	4.06	.64	3.42	2.970 W.C.		.27	Direct	—	.103	3.243	.075	750
				200	Cherry	4.06	.64	3.42	2.943		.27	"	—	.103	3.316	.106	2120
								1.026.00									
64524	American Stores, Ogden	4/22	4/24	200	Apple	4.04	.64	3.40	2.583	010	.35	Direct	—	.102	3.045	.355	7100
				200	Boysenby	4.04	.64	3.40	3.113	010	.35	"	—	.102	3.575	(.175)	(3500)
				200	Cherry	4.04	.64	3.40	3.348	010	.35	"	—	.102	3.836	(.436)	(8700)
								2.040.00									
69635	Amer. Foods, Pocatello	4/28	4/24	100	Apple	4.06	.32	3.74	2.583	010	.35	Direct	—	.112	3.055	.695	6955
				75	Boysenby	4.06	.32	3.74	3.113	010	.35	"	—	.112	3.575	.185	1163
				125	Cherry	4.06	.32	3.74	3.348	010	.35	"	—	.112	3.840	(.100)	(1250)
								1.122.00									
70060	" " "	5/5	5/6	175	Apple	4.06	.64	3.42	2.887 W.C.		.27	Direct	—	.103	3.260	.158	2765
				75	Boysenby	4.06	.64	3.42	2.970		.27	"	—	.103	3.345	.075	563
				75	Cherry	4.06	.64	3.42	3.128		.27	"	—	.103	3.503	(.083)	(623)
								1.111.00									
70547	American Stores, Ogden	5/26	5/23	225	Apple	4.04	.64	3.40	2.468	010	.35	Direct	—	.102	2.930	.470	105.75
				187.5	Boysenby	4.04	.64	3.40	3.000	010	.35	"	—	.102	3.462	(.062)	(1162)
				187.5	Cherry	4.04	.64	3.40	3.324	010	.35	"	—	.102	3.786	(.386)	(7238)
								2.040.00									
72848	Amer. Foods, Pocatello	5/26	5/23	237.5	Apple	4.04	.70	3.34	2.468	010	.35	Direct	—	.100	2.923	.412	9785
				150	Cherry	4.04	.70	3.34	3.324	010	.35	"	—	.100	3.784	(.444)	(6660)
				212.5	Boysenby	4.04	.70	3.34	3.100	010	.35	"	—	.100	3.460	(.120)	(2550)
								2.004.00									
71575	American Food Stores	4/27	4/20	550	Apple	2.89	.800	2.09	2.468	010	—	—	—	.078	2.556	.034	1870
99214		7/6					Allowance	1.000.00									

Invoice No.	Customer	Date Inv.	Date Ship	Dozens Sold	Flavor	Price Per Dozen	Allowances Per Dz. Return Trans.	Net Price Per Dozen	Cost To Doors	Cost of Morton Representative	Cost of Freight	Cost of Storage	Cost of Co Op Adv.	Cost of Brokerage	Total Cost Per Dozen	Profit or (Loss) Per Dozen	Total Profit or (Loss)
		1962															
71576	Safeway S.L.C.	6/22	7/7	3250	Apple	$ 4.00	$ 1.15	$ 2.85 9262.50	2.468	.010	350	—	—	.086	2.914	(.064)	(208.00)
72 938	Lucern Valley S.L.C.	7/28	8/30	1000	Apple	4.00	1.45	2.55 2550.00	2.468	.010	—	—	—	.076	2.554	(.004)	(4.00)
72 224	Safeway S.L.C.	7/21	7/10	1500	Apple	4.00	1.45	2.55 3825.00	2.468	.015	—	—	—	.076	2.554	(.004)	(6.00)
72 228	Assn Foods Rentable	7/21	7/11	200	Apple	4.04	1.15	2.89	2.468	.010	.350	—	—	.087	2.915	(.054)	(10.80)
				150	Cherry	4.04	.70	3.34	3.324	.010	.350	—	—	.100	3.784	(.044)	(6.60)
—				100	Boysenby	4.04	.70	3.34 1700.00	3.008	.010	.350	—	—	.100	3.468	(.128)	(12.80)
72484	Assn Foods, Boise	7/21	7/13	225	Apple	4.06	1.45	2.61 587.25	2.468	.010	—	—	—	.078	2.556	.054	12.15
72 827	Safeway, S.L.C.	7/21	7/14	1500	Apple	4.00	1.45	2.55 3825.00	2.468	.010	—	—	—	.076	2.554	(.004)	(6.00)
72 142	American Foods, Ogden	7/21	7/21	850	Apple	4.00	1.45	2.55	2.468	.010	—	—	—	.076	2.554	(.004)	(3.40)
				75	Boysenby	4.00	1.00	3.00 2392.50	3.008	.010	—	—	—	.090	3.108	.092	6.90
75885	Lucern Valley S.L.C.	10/17	10/10	600	Pumpkin	324	—	3.24 1620.00	2.499 (W.C.)	—	.272	—	—	.097	2.768	.332	199.00
75886	" " S.L.C.	9/28	10/10	700	Apple	4.00	1.45 .30	2.55 1785.00	2.544	.010	—	—	—	.076	2.630	(.080)	(56.00)
75818	American Foods, Ogden	10/28	10/11	250	Apple	4.06	30	3.76	2.544	.010	—	—	—	.113	2.667	1.093	273.25
				75	Cherry	4.06	30	3.76	3.060	.010	—	—	—	.113	3.183	.877	65.78
				75	Boysenby	4.06	30	3.76 1800.00	2.955	.010	—	—	—	.113	3.078	.982	73.65
99847	Assoc. F.F. Rentable	11/9	10/10	225	Apple	4.00	1.15	2.85	2.795 (W.C.)	—	.272	—	—	.084	3.153	(.300)	(67.50)
75516				875	Boysenby	4.00	.70	3.30	2.970	—	.272	—	—	.099	3.341	(.041)	(35.87)
				125	Cherry	4.00	.70	3.30	3.005	—	.272	—	—	.099	3.376	(.076)	(9.50)
				4125	Pumpkin 20%	324	—	3.24	2.504	—	.272	—	—	.097	2.873	.367	151.39
				250	Mixed 20%	3.74	—	3.74 3740.00	2.649	—	.272	—	—	.112	3.033	.707	176.75
77247	Assoc F.F S.L.C.	11/17	11/19	300	Pumpkin 20%	324	—	3.24 972.00	2.387 W.C.	—	.272	—	—	.097	2.756	.484	145.20
99930	" " "	11/24	11/19	300	Pumpkin 20%	324	—	3.24 972.00	2.387 W.C.	—	.272	—	—	.092	2.751	.434	130.20
77951	American Foods, Ogden	12/7	11/29	350	Apple	4.04	1.30	2.74	2.519	.010	—	—	—	.082	2.611	.139	48.65
				50	Boysenby	4.04	1.00	3.04 911.25	2.053	.010	—	—	—	.100	3.163	(.123)	(6.15)
77879	Assoc Valley S.L.C.	12/7	11/29	1200	Apple	4.00	1.30	2.70 3240.00	2.519	—	—	—	—	.081	2.600	.533	108.00
75317	Assoc F.F. S.L.C.	12/9	11/14	900	Apple	4.00	1.45	2.55	2.519	—	—	—	—	.076	2.595	(.055)	(49.50)
				75	Cherry	4.00	70	3.30	3.013	—	—	—	—	.090	3.103	.157	11.03
				125	Peach	4.00	70	3.30	2.729	—	—	—	—	.082	2.811	.439	54.84
				50	Boysenby	4.00	70	3.30 2715.75	2.053	.010	—	—	—	.090	3.153	.147	7.35

Invoice No.	Customer	Date Tax Ship	Dozens Sold	Flavor	Price Per Dozen	*Includes 30¢ Per Dz. for Adv. Allowances	Net Price Per Dozen	Cost To Doors	Cost of Morton Rep.	Cost of Freight	Cost of Shares	Cost of Co Op Adv	Cost of Brokerage	Total Cost Per Dozen	Profit or (Loss) Per Dozen	Total Profit or (Loss)
		1967														
78206	Assoc. F.F. LLC.	12/13 12/15	1150	Apple	$ 4.00	1.30 *	$ 2.70 3100.00	$ 2.519	010	—	—	—	081	2.610	.090	$ 1035.00
79305	" Rentells	12/20 12/21	300	Apple	4.04	1.30 *	2.74	2.519	010	—	—	—	082	2.641	.123	36.90
			200	Cherry	4.04	1.00 *	3.04	3.013	010	—	—	—	091	3.114	(.074)	(14.80)
			100	Bayerberry	4.04	1.00 *	3.04 173.00	3.053	010	—	—	—	091	3.184	(.114)	(11.40)
															Total Profit-Year 1967	$ 1036.50
							59,346.00									

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-27

[fol. 5349]

SCHEDULE OF PROFITS (LOSS) ON SALES IN SALT LAKE CITY MARKET
AFTER ALLOCATION OF CRIME COSTS
YEAR 1961

Effective Price Date	Net Price per Dozen	84%	8.1%	2%	5% Weighted Average	Mfg Cost Per Dozen - Actual Sales Ratio 8.9% Apple	8.9% Cherry	81% Boysenberry	0.1% Peach	Weighted Average Mfg Cost	Net Sales Less Mfg	Freight	Brokerage & Other Direct Selling Exp 48% of Sales	Total Freight & and Direct Selling Expense	Profit or (Loss)
1-1-61	3.65	3.65	3.65	3.65	3.65	.258	.337	.311	.282	.2693	.957	.27	.22	.49	.467
1-15-61	4.00	4.00	4.00	4.00	4.00	.258	.337	.311	.282	.2693	1.307	.27	.19	.46	.847
1-28-61	3.50	3.50	3.50	3.50	3.50	.258	.337	.311	.282	.2693	.807	.27	.17	.44	.367
2-1-61	3.36	3.36	3.36	3.36	3.36	.258	.337	.311	.282	.2693	.667	.27	.16	.43	.237
2-14-61	4.00	4.00	4.00	4.00	4.00	.258	.337	.311	.282	.2693	1.307	.27	.19	.46	.847
4-24-61	3.36	3.36	3.36	3.36	3.36	.247	.332	.300	.282	.2589	.771	.35	.16	.51	.261
5-7-61	4.00	4.00	4.00	4.00	4.00	.247	.332	.300	.282	.2589	1.411	.35	.19	.54	.871
5-22-61	3.30	3.30	3.30	3.30	3.30	.247	.332	.300	.282	.2589	.711	.35	.16	.51	.201
6-19-61	2.85	3.30	3.30	3.30	2.927	.247	.332	.300	.282	.2589	.338	.35	.14	.49	(.151)
7-2-61	4.00	4.00	4.00	4.00	4.00	.254	.306	.295	.267	.2690	1.380	.35	.19	.54	.840
7-31-61	2.85	3.30	3.30	3.30	2.927	.254	.306	.295	.267	.2690	.307	.35	.14	.49	(.183)
8-13-61	4.00	4.00	4.00	4.00	4.00	.254	.306	.295	.267	.2690	1.380	.35	.19	.54	.840
9-18-61	2.85	3.30	3.30	3.30	2.927	.252	.301	.305	.271	.2697	.320	.35	.14	.49	(.170)
10-15-61	4.00	4.00	4.00	4.00	4.00	.252	.301	.305	.271	.2697	1.393	.35	.19	.54	.853
11-27-61	3.00	3.30	3.30	3.30	3.05	.252	.301	.305	.271	.2697	.443	.35	.14	.49	(.047)

[fol. 5350]

In United States District Court
Defendant's Exhibit M-28

5461

Summary of Sales Dozens of Apple, Cherry, Peach & Boysenberry
For the years 1958 1959 1960 & 1961
Salt Lake City Market

	1958		1959		1960		1961	
	Doz	%	Doz	%	Doz	%	Doz	%
Apple	81½	34.9	190½	60.0	1700	94.4	4061	89
Cherry	93	39.8	116½	39.9	100	5.6	161½	8.9
Boysenberry	48½	20.8	3	0.1	—		146½	8.1
Peach	10½	4.5	2½	—	—		1½	0.1
Total	233½	100.0	318½	100.0	1800	100.0	1,148½	100.0

T.Y. - THIS YEAR
L.Y. - LAST YEAR
M. - MORTON

-92 Idaho, Utah, W. Montana

MORTON FROZEN FOODS

DOZEN SALES — BY PRODUCT

PAGE

YEAR 1962

PRODUCT	YR.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	YR.	
									6,250	5,500	4,500		620	26,870	
8 OZ. M. POT PIES	T.Y.				-	-	52	-	7,000	-	-	7,000	-	14,052	+ 2,818
	L.Y.														
					-	-	-	-	-	-	-	-	500	500	
12 OZ. M. POT PIES	T.Y.				-	-	-	-	-	-	-	-	-	-	+ 500
	L.Y.														
					-	-	2,400	5,875	200	2,450	2,275	2,275	4,215	19,690	
11 OZ. M. DINNERS	T.Y.				-	-	-	-	-	-	-	-	-	2,800	+16,890
	L.Y.	1,000		1,800											
				40	-	-	-	-	-	10	-	-	-	50	
8 OZ. M & C	T.Y.			38	37	-	10	-	20	-	20	-	15	140	- 90
	L.Y.														
		1		32	-	-	-	-	-	-	-	-	-	33	
8 OZ. S & M	T.Y.			29	21	-	25	-	20	-	20	-	20	135	- 182
	L.Y.														
		388	907½	600	-	-	-	-	-	17	200	-	1,100	3,212½	
20 OZ. M & C	T.Y.			38	-	-	-	-	-	-	-	-	20	58	+ 3,154½
	L.Y.														
		762½	300	900	1,225	1,125	-	-	625	742	600	-	10	6,289½	
22 OZ. FRUIT	T.Y.			900	900	1,525	550	8,950	-	-	1,537½	-1½	3,787½	18,148½	-11,859
	L.Y.														
					-	-	-	-	-	-	-	-	-	-	
PECAN PIES	T.Y.				-	-	-	-	-	-	-	-	-	-	
	L.Y.														
		25		1	50	-	-	-	25	-	25	-	-	74	
22 OZ. COCONUT	T.Y.				-	-	367½	1,998	76	-	100	48½	182½	2,772½	- 2,698½
	L.Y.														
					-	-	-	-	-	125	2,625	1,000	-	3,750	
PUMPKIN PIES	T.Y.				-	-	-	-	-	-	912½	300	-	1,212½	+ 2,537½
	L.Y.														
					-	-	-	-	-	-	25	50	-	75	
MINCE PIES	T.Y.				-	-	-	-	-	-	250	-	-	250	- 175
	L.Y.														
					50	300	2,000	3,135	4,949½	787½	2,563	1,325	1,114½	16,224½	
14 OZ. CREAM PIES	T.Y.				-	-	-	-	-	-	-	-	-	-	+16,224½
	L.Y.														
			8	5	35	-	-	-	10	2	-	20	-	80	
CAKES	T.Y.				-	-	25	-	-	-	-	-	-	25	+ 55
	L.Y.														
					50	-	-	-	-	5	-	-	-	55	
HONEY BUNS	T.Y.				-	-	-	-	-	-	-	-	-	-	+ 55
	L.Y.														
					-	-	-	-	-	-	-	-	-	-	
PLANTATION BREAD	T.Y.				-	-	-	-	-	-	-	-	-	-	
	L.Y.														
					-	-	-	-	-	-	-	-	-	-	
MORTON BREAD	T.Y.				-	-	-	-	-	-	-	-	-	-	
	L.Y.														

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-30

T.Y. - THIS YEAR
L.Y. - LAST YEAR
M. - MORTON

U-92 Idaho, Utah, W. Montana

MORTON FROZEN FOODS

DOZEN SALES — BY PRODUCT

PAGE

YEAR 1962

PRODUCT	YR.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.		GE	%
ROLLS	T.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-		
	L.Y.															
BISCUITS	T.Y.	-	-	-	100	-	-	-	-	-	-	25	-	125	- 125	
	L.Y.															
BLUEBERRY MUFFINS	T.Y.	-	-	-	-	-	10	-	-	-	12	-	-	22		
	L.Y.											37		37	- 15	
CORN MUFFINS	T.Y.	-	-	-	-	-	10	-	-	-	13	-	-	23		
	L.Y.											37		37	- 14	
ENGLISH MUFFINS	T.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-		
	L.Y.															
8 OZ. INSTIT.	T.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-		
	L.Y.															
INSTIT. BISCUITS	T.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-		
	L.Y.															
INSTIT. HONEY BUNS	T.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-		
	L.Y.															
INSTIT. CORN DOGS	T.Y.	-	-	-	-	-	4	3	-	-	-	-	-	7		
	L.Y.													-	+ 7	
9 OZ. TARTS	T.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-		
	L.Y.															
10-1/2 OZ. FRUIT	T.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-		
	L.Y.															
Donuts	T.Y.	-	-	-	-	100	250	-	-	-	-	-	-	350		
	L.Y.													-	+ 350	
	T.Y.															
	L.Y.															
TOTAL ALL PRODUCTS	T.Y.	1,126½	1,215½	1,576	1,539½	1,525	4,674	9,013	12,059½	9,638½	12,838	4,670	7,599½	67,435		
	L.Y.	1,000	---	2,805	1,058	1,525	1,029½	10,948	7,116	-	2,840	7,446	4,085	39,792½	+ 27,642½	+69
NET DOLLARS	T.Y.	3,304	3,891	4,322	4,783	5,223	19,017	36,074	34,035	23,808	31,531	17,348	28,395	217,886		
	L.Y.	3,372	---	9,874	4,014	5,958	1,121	29,366	16,037	-	6,726	13,697	11,602	101,769	+116,117	+114
GROSS DOLLARS	T.Y.	4,404	4,921	5,989	6,318	6,546	21,179	41,294	38,682	30,055	43,328	19,687	30,965	252,968		
	L.Y.	5,500	---	9,875	4,039	6,167	4,046	43,835	16,497	-	10,558	17,550	16,039	134,126	+118,842	+89

5352

T.Y. - THIS YEAR
L.Y. - LAST YEAR
M. - MORTON

MORTON FROZEN FOODS

DOZEN SALES — BY PRODUCT

PAGE 212a

YEAR 1962

II -92 Idaho, Utah, W. Montana

PRODUCT	YR.	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.			
26 oz. I.S.B.	T.Y.	-	-	-	129½	-	-	-	-	-	-	-	-	129½		
	L.Y.	-	-	-	-	-	-	-	-	-	-	-	-	-	+129½	
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															
	T.Y.															
	L.Y.															

DITTOGRAM

5465

[fol. 5354]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-32

KEN KAMMERMAN CO.

SALES AGENCY FOR

P. O. Box 1978 • 175 West South Temple
Phone EL 5-1733 • Salt Lake City, Utah

October 13, 1959

Mr. Dick Halvarson
Morton Frozen Foods
1790 Industrial Way
Redwood City, California

Dear Dick:

After reviewing the sales of MORTON Products for the past few months, it occurs to us that very little has been done on your line. This is due partly to our heavy schedule and partly to the price structure of the product in this market and the lack of support by distributors.

Under the circumstances, we feel it is only fair that we resign your account, effective immediately, if this meets with your approval.

Very truly yours,

KEN KAMMERMAN CO.

Rex L. Vance

RLV:hb

Rex L. Vance
Frozen Foods Division

OCT 14 1959

5354

[fol. 5355]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-33

October 15, 1959

Mr. Ben L. Vance
Ben Kanarowan Company
177 East South Temple
Salt Lake City, Utah

Dear Ben:

We accept, with regret, your letter announcing the resignation of the Morton Frozen Food account by the Ben Kanarowan Company.

We appreciate your honesty in the matter and cannot help but share your feeling of inadequacy with Morton sales in the Salt Lake City area.

With copies of this letter we are announcing the account resignation to our N ew York office.

Best personal regards,

BHH:lr

CC: Dave Pierson
George Nightingale
L. H. Rasmussen

535

[fol. 5356]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-34

WESTERN UNION TELEGRAM

T VGA BK 1 FAST CHG CONTINENTAL BAK OCTOBER 17

MR STAN CHAPMAN
1873 EAST 6400 SOUTH
SALT LAMBX LAKE CITY UTAH

SAMPLES SHOULD HAVE ARRIVED AT UTAH ICE TODAY.

DICK HALVARSON NORTON FROZEN FOODS REDWOOD CITY
RECD BK1 WU

5356

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TEL

UNION AM

BK 3 FAST CHG CONTINENTAL BAK OCTOBER 10 1960

MR STAN CHAPMAN
1873 EAST 6400 SOUTH
SALT LAKE CITY UTAH

ARRIVING SALT LAKE 11:22 THURSDAY AM. PLEASE LEAVE WORD AT BAKERY WHERE AND WHEN WE CAN MEET.

DICK HALVARSON MORTON FROZEN FOODS REDWOOD CITY
CON F 11:22

BK 4 FAST CHG CONTINENTAL BAK OCTOBER 10 1960

DESERET INN
50 WEST FIFTH SOUTH
SALT LAEXXX LAKE CITY UTAH

PLEASE MAKE RESERVATIONS FOR THURSDAY OCTOBER 13 ONE NITEPLXXXX NIGHT ONLY FOR D S HALVARSON . PLEASE WIRE COLLECT CONFIRMING RESERVATIONS.

DICK HALVARSON MORTON FROZEN FOODS REDWOOD CITY

CONF 13
4, 47(4WU

WHAT ABOUT 3

RK 3WU
TYTHNX BK

[fol. 5358]

In United States District Court

Defendant's Exhibit M-35

Redwood City, California — October 2b, 19c0

Stan Chapman — Salt L ke City

Mick Halvarson — Redwood City

Dear Stan:

Confirming this mornings conversation, the Allowances on Morton Pies will be as follows.

.8¢ per dozen on Morton Apple Pies, packed 6/22 oz.

.80¢ per dozen on Morton Pumpkin Pies, packed 6/24 oz.

1.20¢ per dozen on Morton Mince Pies, packed 6/24 oz.

These allowances effective from October 31 thru November 26 -

Payment for charges on allowances should be made by the co-op or distributor, who in turn will bill us here at 1790 Industrial Way, Redwood City. Copies of the ads must accompany the claims and our remittance will be made from New York.

Also enclosed is a copy of our cufrent co-op advertising contract and we will mail you additional copies for your customers.

If you have any questions, please write or call me at any time.

Best Regards,

D.C.Halvarson

cc Lyle Worthington
Pete Manos

5358

[fol. 5359]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-36

Form 579 6-6-51

Inter-Office Correspondence

City Redwood City, California Date May 11, 1960

To: Mr. Pete Manos (Name) General Office (Dept. or Bakery)

From: Mr. Dick Halvorsen (Name) (Dept. or Bakery)

Our File _____ In Reply to Your File _____

Re: 22 ounce Fruit Pies

Dear Pete:

Talking to Dave Pierson today, he inquired about our sales on 22 ounce Fruit Pies.

Enclosed is our problem as it stands today. Both Pet Ritz and Simple Simon have continued their special ad allowance on Apple, Peach and Boysenberry of 15¢ a case, payable by the manufacturer.

This means that Morton 22 ounce is $1.98 per case at Certified and the competitors are $2.04 less 15¢ or $1.89 per case. The 18¢ per dozen is only 1½¢ per pie but they still get the ads and there is where the pie volume starts. Furthermore they sell their 10¢ a dozen co-op against our 5¢ and create a 23¢ spread when selling their program.

This activity is isolated to Los Angeles and Arizona only where they have the lowest store door costs due to low 4% distributor mark-up. In other areas Pet and Simple are $2.28 versus $2.02 for Morton and the 15¢ ad allowance caused no problem.

To continue any sales progress in Southern California, we request a competitive allowance to enable us to get chainwide ads, necessary to create this volume.

Regards,

DEH:lr

cc: Dave Pierson
George Vail
Leo Wilhelm
Carl Meister

RECEIVED
MAY 13
PFM

[fol. 5360]

PET

PET MILK COMPANY

GENERAL OFFICES

ARCADE BUILDING, SAINT LOUIS 1, MISSOURI

100 BUSH STREET, SAN FRANCISCO, CALIFORNIA

May 5, 1960 This also in LA + Ariz

TO OUR NORTHERN CALIFORNIA CUSTOMERS (excluding Fresno); Reno, Nevada

We are pleased to announce effective May 9, 1960 through June 17, 1960 a special advertising allowance to retailers on the following flavors of PET-RITZ pies:

6/8" Apple	15¢ per case
6/8" Peach	15¢ per case
6/8" Boysenberry	15¢ per case
6/9" Apple	25¢ per case
6/9" Peach	25¢ per case
6/9" Boysenberry	25¢ per case

This allowance will be paid direct to retailers who qualify for reimbursement. Payment will be based on purchases during the week in which the ad is run and on only the flavors advertised. The amounts will be paid PET-RITZ retailers on proof of performance and purchase.

The advertiser shall submit claim for reimbursement on his own invoice form, supported by proof of performance and purchase. Special contract forms covering this offer will be supplied by your Pet or Sego Salesman.

This allowance to be paid to the retailer is in addition to the normal 5¢ per case allowance paid to the distributor for cooperative advertising.

We shall appreciate your usual promptness in notifying your customers of this new allowance.

PET MILK COMPANY
FOOD PRODUCTS DIVISION

5360

RATH BEEF, PORK & VEAL CHOP-ETTES PROMOTION - CONTINUED

Your support on this promotion will assure more promotions of this type. Your Frozen Brands Sales Co. representative has attractive point-of-sale material and mats and will assist you in setting-up your promotion. Call RIchmond 7-9631 in Los Angeles and CYpress 82295 in San Diego.

RED RASPBERRIES - SUPPLY SITUATION

We regret to announce that our supply of Springfield red raspberries is now depleted. Sales on red raspberries were far beyond our expectations. Due to a very short packing season, and limited acreage for good raspberries, the pack for Springfield did not carry us through.

To keep you in supply of red raspberries, we have been able to get good quality raspberries packed under the Miss Muffet label. Miss Muffet Red Raspberries are packed in a 10-oz. container. The label is white with a vignette of red raspberries along the right side and a picture of Miss Muffet on the left side eating berries. This label will be available to you until we have the new pack on Springfield. Your cost for Miss Muffet red raspberries is $4.53. Order under code number 5319. You will get a 1% unidentified rebate for spoils, damages, and bonus allowance just as you have received on Springfield.

DIRECT ADVERTISING ALLOWANCES

Below are listed the promotional activities of several frozen food companies which are being handled directly with you. All offers generally require proof of purchase of the product advertised either accumulative or week of the ad during the given period of time, and proof of the newspaper ad, handbill or banner, etc., whatever is required. It is not feasible to list all the detailed requirements, therefore, we suggest you call the representative shown below the item and set up the arrangements beforehand in order to qualify. Ask for point-of-sale material.

	Advertising Allowance	Effective Period
County Fair apple, boysenberry, peach pies	12¢ per case	May 1-May 3
Brown-Massie & Assoc. 2201 Yates Ave., L.A. 22, L.A. RAymond 39441, San Diego HEImont 92337		
Johnston apple, peach straw-rhubarb pies	25¢ per case	May 9-June
Johnston Pie Co., 1377 E. 61st St. L.A. 11, ADams 4-9231		
Simple Simon 8" apple, boysenberry, peach crust lemon,	15¢ per case	May 9-June
9" apple, boysenberry, crust lemon, pineapple	25¢ " "	" " "
All cream pies	27¢ " "	May 9-June
Carnation Co., 6130 S. Avalon Blvd. L.A. 3, ADams 4-9041		
Red's Tamales - Direct display allowance	50¢ per case	May 2-Indef
Direct advertising allowance	50¢ " "	" " "
Crown Brokerage Co., 11030 Strawood Ave. San Fernando, California, EMpire 1-1171, EMpire 1-7311		

MARK ORDER WITH BLACK LISTO PENCIL

BAKERY ITEMS

2095 07-90 Marie Callender Apple 6 24-oz. Betty 8.95

2097 07-91 Marie Callender Berry 6 24-oz. Betty 8.99

2099 01-98 Marie Callender Peach 6 24-oz. Betty 8.99

2112 01-00 Pepperidge Farm Apple Turnovers 12 11-oz. 6.99

2113 01-99 Pepperidge Farm Blueberry Turnovers 12 11-oz. 6.99

2114 01-01 Pepperidge Farm Raspberry Turnovers 12 11-oz. 6.99

2116 01-02 Pepperidge Farm Apple Rolls 12 11-oz. 6.99

2117 01-98 Pepperidge Farm Cherry Rolls 12 11-oz. 6.99

2119 01-04 Pepperidge Farm Apple Dumplings 12 11-oz. 6.99

2120 01-05 Pepperidge Farm Apple Strudel 12 13¼-oz. 6.99

2131 07-92 Riche Choc. Eclaire 12 6-oz 4 Ct. A—4.41

2146 07-93 Rosella P/A Cheese 6 10-oz. Pie A—6.15

2148 07-94 Rosella Straw. Cheese 6 10 oz. Pie A—6.15

2150 07-95 Rosella Van. Cheese 6 10-oz. Pie A—3.15

2162 07-96 Rose Royal Cheese 12 11-oz. Cake 6.31

2167 07-97 Rose Royal Cheese Pie 6 8½-oz. 6.31

2176 07-98 Sara Lee Banana Cake 12 17-oz. A—6.25

2179 07-99 Sara Lee Cheese Cake 12 11-oz. A—6.95

C8

2182 08-01 Sara Lee Brownies 12 10-oz. A—6.25

2184 08-02 Sara Lee Choc. Cake 12 14½-oz. A—6.25

2188 08-03 Sara Lee Orange Cake 12 10-oz. A—6.25

2191 08-04 Sara Lee Pound Cake 12 12-oz. A—6.25

2196 08-05 Sara Lee Coffee Cake 12 14½-oz. A—6.25

2197 08-06 S-L Choc. Coffee Cake 12 14½-oz. Nut A—6.25

FRUIT & CREAM PIES

2252 08-07 Country Fair Apple 6 24-oz. 24-oz. A—2.19

2254 08-08 C. Fair Blueberry 6 24-oz. 24-oz. A—2.02

2256 08-09 C. Fair Boysenberry 6 24-oz. 24-oz. A—2.19

2258 08-10 Country Fair Cherry 6 24-oz. 24-oz. A—2.19

2263 08-12 Country Fair Peach 6 24-oz. 24-oz. A—2.19

2269 08-14 C. Fair Choc. Cream 6 24-oz. 17-oz. A—2.67

2311 08-15 Morton Apple 6 8-in. 22-oz. A—1.98

2313 08-16 Morton Blueberry 6 8-in. 22 oz. A—2.39

2315 08-17 Morton Boysenberry 6 8-in. 22 oz. A—1.98

2317 08-18 Morton Cherry 6 8-in. 22 oz. A—1.98

2321 08-20 Morton Peach 6 8-in. 22-oz. A—1.98

2334 08-21 Pet Rite Apple 6 8-in. 24-oz. A—2.12

2336 08-24 Pet Rite Apricot 6 8-in. 24-oz. A—2.69

2338 08-25 Pet Rite Blueberry 6 8-in. 22 oz. A—2.93

2341 08-26 Pet Rite Boysenberry 6 8-in. 24 oz. A—2.12

2342 08-27 Pet Rite Cherry 6 8-in. 24 oz. A—2.12

2346 08-29 Pet Rite Peach 6 8-in. 24-oz. A—2.12

2348 08-30 Pet-Rite Pineapple 6 8-in. 24-oz. A—2.69

2352 08-32 Pet Rite Raspberry 6 8-in. 24-oz. A—2.75

2361 08-33 Simple Simon Apple 6 8-in. 24 oz. A—2.59

2363 08-34 Simple Simon Apricot 6 8-in. 24-oz. A—2.33

2365 08-35 Simple Simon Blueberry 6 8-in. 24 oz. A—2.69

2367 08-36 S. Simon Boysenberry 6 8-in. 24-oz. A—2.99

2369 08-37 Simple Simon Cherry 6 8-in. 24-oz. A—2.99

2373 08-38 Simple Simon Peach 6 8-in. 24-oz. A—2.99

2379 08-41 S S Butterscotch Cream 6 8-in. 16-oz. A—2.39

2381 08-42 Simple Simon Choc. Cream 6 8-in. 16-oz. A—2.39

2383 08-43 S. Simon Coconut Cream 6 8-in. 16-oz. A—2.39

2385 08-44 S. Simon Lemon Cream 6 8-in. 16-oz. A—2.39

2387 08-45 S. Simon Straw. Cream 6 8-in. 16-oz. A—2.39

2391 08-46 SPRINGFIELD Apple 6 8-in. 24-oz. B—1.99

2393 08-47 SPRINGFIELD Boysenberry 6 8-in. 24-oz. B—2.01

2395 08-48 SPRINGFIELD Cherry 6 8-in. 24-oz. B—2.01

2398 08-50 SPRINGFIELD Peach 6 8-in. 24-oz. B—2.01

2412 01-99 Banana's Pecan Pie 12 30-oz. 7.84

2471 08-52 Johnston Apple 6 9-in. 24-oz. 3.09

2474 02-07 Johnston Apricot 6 9-in. 24 oz. 3.09

2475 08-53 Johnston Blueberry 6 9-in. 24-oz. 3.07

2477 08-54 Johnston Boysenberry 6 9-in. 24-oz. 3.09

2479 08-55 Johnston Cherry 6 9-in. 24-oz. 3.09

2481 08-56 Johnston Egg Custard 6 9-in. 24 oz. 3.09

2483 08-57 Johnston Mince 6 9-in. 24-oz. 3.09

2485 08-58 Johnston Peach 6 9-in. 24 oz. 3.09

2489 08-59 Johnston Pumpkin 6 9-in. 24-oz. 3.09

2490 02-08 Johnston Boysenberry-Rhubarb 6 9-in. 24-oz. 3.09

2492 02-09 Johnston Chocolate Cream 6 9-in. 24 oz. 3.07

2493 08-60 Johnston Chocolate Chip 6 9-in. 18-oz 3.07

2495 08-61 Johnston Coconut Cream 6 9-in. 18-oz 3.07

2499 08-62 Johnston Straw. Cream 6 9-in. 22-oz. 3.07

2532 08-63 Simple Simon Apple 6 8-in. 24 oz. A—2.01

2534 08-64 Simple Simon Apricot 6 8-in. 24 oz. A—2.09

2536 08-65 Simple Simon Blueberry 6 8-in. 24-oz. A—2.45

2538 08-66 S. Simon Boysenberry 6 8-in. 24-oz. A—2.09

2540 08-67 Simple Simon Cherry 6 8-in. 24-oz. A—2.09

2544 08-69 Simple Simon Peach 6 8-in. 24-oz. A—2.09

2560 01-97 C. Fair Apple 24 5-oz. A—2.09

2562 01-98 C. Fair Blueberry 24 5-oz. A—2.09

2563 01-99 C. Fair Boysenberry 24 5-oz. A—2.09

2564 02-01 C. Fair Cherry 24 5-oz. A—2.09

2565 02-02 C. Fair Peach 24 5-oz. A—2.09

2573 08-71 Swanson Apple 12 2 5-oz. A—2.91

2575 08-72 Swanson Blueberry 12 2 5-oz. A—2.94

2579 08-73 Swanson Cherry 12 2 5-oz. A—2.91

2581 08-74 Swanson Cobbler-Custard 12 2 5-oz. Pie A—2.94

2585 08-76 Swanson Peach 12 2 5-oz. A—2.91

CERTI-FRESH FISH

2702 08-78 Cert-Fresh Catfish 12 1-lb. 5.69

2704 08-79 Pacific Cod, Skinless 12 1-lb. 6.49

2706 08-80 C. F. Haddock, Skinless 12 1-lb. 5.99

2708 08-81 C. F. Halibut, Skinless 12 1-lb. 9.19

2710 08-82 C. Fresh Ocean Perch 12 1-lb. 6.49

2712 08-83 Cert-Fresh Rockfish 12 1 lb. 5.99

2714 08-84 Cert-Fresh Sole, Skinless 12 1-lb. 9.69

2716 08-85 Cert-Fresh Smelt Fish 12 10-oz. 6.19

2722 08-86 C. Fresh Halibut Steaks 12 10-oz. 9.19

2729 08-88 C. Fresh Sea Bass Steaks 12 12-oz. 9.19

RUPERT BRAND FISH

2751 08-89 Catfish 12 1-lb. 5.49

2753 08-90 Pacific Cod, Skinless 12 1 lb. 6.49

2755 08-91 Haddock, Skinless 12 1-lb. 5.99

2757 08-92 Halibut, Skinless 12 1 lb. 9.19

2759 08-93 Ocean Perch 12 1-lb. 6.49

2761 08-94 Rockfish, Skinless 12 1 lb. 5.99

2763 08-95 Chilean Salmon, Skinless 12 1 lb. 7.99

2767 08-97 Fillet Sole, Skinless 12 1-lb. 9.11

BREADED FISH

2834 08-98 Cert-Fresh Breaded Perch 12 10-oz. 3.99

2836 08-99 Cert-Fresh Breaded Sole 12 10-oz. 4.29

2850 01-78 Icelandic Breaded Cod 12 12-oz. 6.29

2851 01-79 Icelandic Breaded Cod 12 12-oz. 5.99

2852 01-78 Icelandic Breaded Halibut 12 12-oz. 9.29

2853 01-76 Fantastic Breaded Halibut 12 12-oz. @ 9.29

2854 01-77 Icelandic Breaded Perch 12 12-oz. 3.99

2855 01-78 Icelandic Breaded Sole 12 12-oz. 4.99

09

2861 09-01 Marlenna Breaded Cod 10 10-oz. 3.99

2863 09-02 Marlenna Breaded Haddock 10 10-oz. 3.99

2865 09-03 Marlenna Breaded Halibut 10 10-oz. 5.99

2867 09-04 Marlenna Breaded Perch 10 10-oz. 3.99

2871 09-05 Marlenna Breaded Sole 10 10-oz. 4.99

Certified Frozen Foods

[fol. 5362]

5362

5473

[fol. 5363]

(See opposite) ☞

[fol. 5363]

Form 570 8-4-51

Inter-Office Correspondence

City Redwood City, California Date June 14, 1960

To: Mr. Pete Manos (Name) General Office (Dept. or Bakery)

From: Mr. Dick Halvarson (Name) (Dept. or Bakery)

Our File ____ In Reply to Your File ____

Re: CREAM PIES - Los Angeles

Dear Pete:

On Certified's bulletin dated June 10, copies of which are enclosed, is shown the new pricing on Simple Simon Cream Pies. You will note that Certified shows a decrease of 15¢ per case on their price list and the Carnation Company is offering a 25¢ per case advertising allowance for the period June 6 through June 30.

Also enclosed is a letter from Ham Stone which registers the 54¢ per dozen ad allowance by Pet Rite and which he contends is also being followed by County Fair. No evidence of this allowance is registered in Certified's bulletin and I can not prove or disprove its authenticity. We do know that Johnston Pies have continuous allowances which are not published and are often times administered to certain specific customers.

We ha ve just started the distribution of Cream Pies in Regions 8 and 9 and anticipated that Simple Simon and Pet Rite would meet our pricing but did not anticipate that Simple Simon would come up with an additional allowance which gives a net laid-in cost to the retailer of $2.22 per case on six varieties of Cream Pies.

We have taken your every suggestion and I released samples to each of the HSA men who carried them packed in dry ice in their cars and personally made cuttings with all key buyers in Los Angeles. The superior quality of our product was noted immediately, but even that advantage does not overcome the 40¢ per case differential now being shown and offered by Simple Simon.

The chains and key independents who have given us distribution on Cream Pies are now asking us if we are going to afford them a competitive cost when they reorder and with this memorandum I ask you for the answer.

Regards,

DSH:lr

cc: George Vail
Dave Pierson
Ham Stone

5363

Code				
A2377	Simple Simon Pecan Pie	6/8"	@ 2.47cs.	(D-1
A2379	" " Pumpkin Pie	6/8"	" 2.47 "	(D-
A2381	" " Dutch Apple Pie	6/8"	" 2.47 "	(D-
A2383	" " Coconut Cream Pie	6/8"	" 2.47 "	(D-
A2385	" " Lemon Cream Pie	6/8"	" 2.47 "	(D-
A2387	" " Strawberry Cream Pie	6/8"	" 2.47 "	(D-
2988	Rupert Fish Sticks	12/[illegible]oz.	4.67 "	(F-
3061	Ocean Garden Brd. Shrimp	12/12oz.	4.99 "	(F-
A4237	Ore-Ida Tater Tots	12/1-lb.	2.86 "	(F-
A4240	" " "	12/2-lb.	4.99 "	(F-
A4622	Prime Frozen Strawberries	24/10oz.	4.69 "	(F-
A4631	" " Frozen Okra Pods	24/10oz.	3.56 "	(F-
A4803	Libby Italian Green Beans	24/10oz.	4.06 "	(F-
5715	Sunkist Grape-Lemon Punch	24/6oz.	3.83 "	(D-
5716	" Pineapple-Lemon Punch	24/6oz.	3.83 "	(D-
5717	" Raspberry-Lemon Punch	24/6oz.	3.83 "	(D-
5718	" Strawberry-Lemon Punch	24/6oz.	3.83 "	(D-

@ Price change effective June 6, 1960

NEW LISTINGS

A1351	Redi-Quick Fried Chicken	12/14oz.	9.84 "	
A1353	" Roast Chicken	12/14oz.	9.84 "	
A1355	" Chicken Drumsticks	12/14oz.	9.84 "	
A1357	" Chicken Cacciatore	12/14oz.	9.84 "	
A1359	" Beef Burgundy	12/14oz.	9.84 "	
3684	Vibo Rock Cornish Game Hens	12/16oz.	9.36 "	

(See written part of this bulletin on "New Listings".)

TEMPORARILY OUT

A4994	Pictsweet Brussels Sprouts	24/10oz.	
	(Until Aug. 1.)		

DISCONTINUED

1370	Seabrook Asparagus Spears	12/9oz.	
	(Slow movement - Av. 31 cs. per week)		
1882	Seabrook Chopped Asparagus	12/9oz.	
	(Slow movement - Av. [illegible] cs. per week)		
2489	Johnston Lima Beans	24/9"	
	(Slow movement - Av. 4 cs. per week)		
3452	Morrell Beef Tenders	12/8oz.	
	(Slow movement - Av. [illegible] cs. per week)		

NEW LISTING -- VICTOR BORGE'S VIBO ROCK [illegible]

The pure Cornish Cockerel, crossed with the White Rock hen, produces the perfect quality and quantity of meat. The bones are tiny and the meat is tender, succulent and all light in color. Sealed in cryovac and flash frozen at 40° below zero, these hens retain all the flavor and goodness that is bred and fed into them. Only hearts and livers are packed into the Vibo hen, thus supplying two ounces more of meat. Victor Borge's name and picture is printed on Vibo's attractive, individual cartons which guarantee the quality. Your cost for Victor Borge's Vibo Rock Cornish Game Hens is $7.36 per 12/16-oz. cases. There is a 60¢ per case direct advertising allowance on proof of purchase and of ad. See your Champion Food Sales Co. representative or call OLdfield 6-2144. Order under code number 3684.

NEW LISTINGS -- REDI-QUICK MEAL MAKERS

New Redi-Quick Meal Makers are now available for your ordering. These delicious, 24-oz. meal makers will serve two people or make a "man-size" meal. Your cost for these five Redi-Quick Meal Makers, prepared with the finest ingredients, is $9.84 per 12/24-oz. case.

Fried Chicken Meal Maker One half, cut-up, fried chicken and french fried potatoes.

Roast Chicken Meal Maker One half, cut-up, roast chicken, chicken gravy and french fried potatoes.

Italian Cacciatore Chicken Meal Maker One half, cut-up chicken, spaghetti and cacciatore sauce.

Fried Shrimp Meal Maker Eight to ten large shrimp, french fried potatoes and shrimp sauce.

Celebration Seafood Meal Maker Three Iceland haddock steaks, three scallops, two large shrimp, french fried potatoes and shrimp sauce.

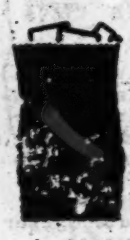
These 24-oz. meal makers are true convenience items, versatile in serving. An identified rebate introductory allowance of 50¢ per case is being offered, effective June 13 through July 15. The rebate will be paid to you on your regular rebate check from Certified on completion of the deal period. As a member of your Advertising Family list, there is a 10¢ per case cooperative advertising allowance.

DIRECT [illegible] ALLOWANCES

Below are listed the promotional activities of several frozen food companies which are being handled directly with you. All offers generally require proof of purchase of the product advertised either accumulative or week of the ad during the given period of time, and proof of the newspaper ad, handbill or banner, etc., whatever is required. It is not feasible to list all the detailed requirements, therefore we [illegible] you call the representative whose name appears and get up the arrangements beforehand in order to qualify. Ask for point-of-sale material.

	Advertising Allowance per case	Effective Period
Simple Simon cream pies--all flavors Formation Co., 5130 S. Avalon Blvd., L.A. 3 Adams 4-9041	[illegible]	June 6--June 30

5365



5868 East Sheila Street, Los Angeles, 22, California • RAym

June 8, 19

Mr. D
Regional
Morton
1790 Industrial
Redwood

Dear D

As you know we were fortunate enough to get cream pies into Certified Grocers. Sometime is going to start screaming two months from now when they [illegible] we don't have any action. We have no deals.

For your information, Pet Ritz has 54¢ per dozen advertising allowance for the month of June. Johnson has 50¢ a case from June 6 to July 9. County Fair has the Pet Ritz deal, plus something else that we can't figure out.

Since we have been lucky enough to get cream pies on the floor at Certified, don't you think that our sales force is deserving of some kind of a break to help them move this merchandise?

Will you please call Lou next Monday, or Carl Friday morning, if you can arrange some type of a deal on cream pies? Otherwise, we are heading for trouble.

Sincerely,

Hamilton Stone

HStng

TELEGRAM

WU55 PD WUX REDWOOD CITY CALIF JUNE 17 1157A PDT

DAVE PIERSON MORTONS

CONFIRMING SIMPLE SIMON SPECIAL AD allowance JUNE

26 TO [redacted] JULY 29 DISTRICT 8-i 24 CENTS CASE ALL 8 INCH

FRUIT PIES MAKING EX [redacted] COST 83.52 CAN WE HAVE

14 CENTS CASE TO PROTECT OUR ADS

D S HALVERSON REDWOOD CITY.

26 29 8-1 24 8

3.52 14.

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

N

GA BK 2 NITE LETER CHG CONTINENTAL BAK JULY 1

DAVE PIERSON
NORTON FROZEN FOODS
53 LYNDEN STREET
RYE NEW YORK

EFFECTIVE JUNE 27 THRU JULY 30 SIMPLE SIMON 8" FRUIT PIES 30 CENTS A CASE SPECIAL AD ALLOWANCE FROM BASE COST OF 4.00 A DOKEN TRUCKLOAD. COUNTY FAIR EFFECTIVE JULY 1 THRU JULY 30 APPLE BOYSENBERRY PEACH PIES 8" RPXX 40 CENTS A CASE SPECIAL AD ALLOWANCE . THIS ANNOUNCED IN CERTIFIEDS BULLETIN WEEK OF JULY 4. BASED ON OUR INCREASE CERTIFIED NOT LISTING OUR RRRXXX FRUIT PIES THIS WEEK. IF YOU WISH TO CHANGE DIXX DECISION PLEASE CALL LUNA AT REDWOOD CITY EMERSON 6-2310 THIS WEEKEND.

DICK HALVARSON REDWOOD CITY
CONF 27 30 8" 30 4.00 DOZEN 1 30 8" 40
4 EMERSON 6-2310

R BK 2 THX WU 455P PDT
THNX BK

WESTERN UNION TELEGRAM

IN UNION TELEGRAM

BK 4 FAST WIRE CHG CONTINENTAL BAK.

PETE MANOS
MORTON FROZEN FOODS
WUX RYE NEW YORK

PET RITZ LIST EX TRUCK SHOWS PUMPKIN 2.43 MINCE 2.32 PER CASE
SIMPLE SIMON 2.37 PER CASE 2.46 MINCEM. IS OUR 2.43 FIRM DICK
HALVARSON REDWOOD CITY

CONF 2.43 2.32 2.37 2.46 2.43

5369

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

ERN UNION LEGRAM

M

WU035 PD TDMB FAX LOS ANGELES CALIF
PLEASE COMPLETE
MIN AT COUNTER
OK

WU035 PD TDMB FAX LOS ANGELES CALIF AUG 4 1137A PDT
DICK HALVARSON MORTON FROZEN FOODS
SWISS MISS 12/10 OZ. APPLE, PEACH, CHERRY, BOYSENBERRY
PIES NOW IN L.A. MARKET. LOAD DELIVERED TO TERMINAL.
MANUFACTURED BY PET-RITZ AS CHEAP COMPETITIVE PIE.
FIRST TIME SEEN IN L.A. PRICING AS SOON AS POSSIBLE
CARL J XXXX CARL J MEISTER
12/10
1212P
PLS ADX

WESTERN UNION TELEGRAM WEST T

WESTERN UNION TELEGRAM

GA
BK 4 FAST CHG CONTINENTAL BAK SEPT 20

PETE MANOS
MORTON FROZEN FOODS
RUX RYE NEW YORK

SEATLXXXX SEATTLE CONFIRMS PET RITZ APPLE CHERRY PEACH
50 CENTS A DOZEN SPECIAL AD ALLOWANCE BILL BACK EFFECTIVE
SEPAXXX SEPTEMBER 19 THRU OCTOBER 15.
DICK HALVARSON REDWOOD CITY
CONF 50 19 15

5371.

5484
[for 5372]

249

WU049 PD WUX REDWOOD CITY CALIF 20 527P PDT

PETE [redacted] MANOS, NORTON FROZEN FOODS

WUX RYE NY

SEATTLE CONFIRMS PET RITZ APPLE CHERRY PEACH 50 CENTS

A DOZEN SPECIAL AD ALLOWANCE BILL BACK EFFECTIVE

SEPTEMBER 19 THRU [redacted] OCTOBER 15

DICK HALVARSON REDWOOD CITY

SEP 21 1960

RECEIVED

SEP 21 1960

P F M

Hamilton Stone Associates, Inc.

September 21, 1960

TO: Dick Halvarson AT: Redwood City

FROM: Bernice Johnson AT: Seattle

SUBJECT: PET RITZ PIES

Following is a copy of the bulletin announcing the Advertising Allowance on Pet Ritz Fruit Pies. It is not verbatim; however, it is exact enough to give you the proof you requested.

"We are pleased to announce, effective September 19th through October 14th, a retail cooperative advertising agreement of 25¢ per case on Cherry, Peach, and Apple Pies.

This will be paid on product purchased during the week of the ad plus 5 days preceding that week, and only on the flavors advertised. Proof of performance must be submitted along with the amount of product purchased."

bej

P. S. I have made two additional copies for your convenience.

5486
[fol. 5374]

Redwood City, California — September 29, 1960

Mr. Pete Nunes — General Office

Mr. Dick Halvarson

[redacted]

Dear Pete:

Pet-Rite is quoting in Los Angeles on on-truck prices of $2.65 per dozen on Apple and $2.85 per dozen on Cherry, Peach and Boysenberry under the Sutter Maid label. This for your information.

Regards,

[redacted]:lr

cc: George Vail

531

[fol. 5375]

5487

Hamilton Stone Associates, Inc

5565 East Sheila Street, Los Angeles 22, California • RAymond 3-91

TO: Mr. D. S. Halvarson
Morton Frozen Foods

September 21, 1960

FROM: Carl J. Meister

cc: Leo O. Wilhelm

SUBJECT: Swiss Miss Pies

Pet-Ritz has quoted to Baylite Markets on Swiss Miss Pies prices of $2.65 per dozen on Apple and $2.85 per dozen on Cherry, Peach, and Boysenberry.

This for your information.

CJM:sa

SEP 26 1960

5375

5488
[fol. 5376]

Form 570 6-6-51

Inter-Office Correspondence

fil Halvarson

City Redwood City, California Date October 10, 1960

To: Mr. Pete Manos (Name) General Office (Dept. or Bakery)

From: Mr. Dick Halvarson (Name) (Dept. or Bakery)

Our File _____ In Reply to Your File _____

Re: _____

Dear Pete:

	6/24 Morton	6/24 Simple Simon	6/24 Pet-Rite	12/20 Swiss Miss	6/24 Springfield
Pumpkin	2.48	2.42	2.21	3.64	1.98
Mince	2.48	2.42	2.42	4.00	1.98

Listed above are the "store-door" costs to retailers from Certified, Los Angeles in this week's order guide.

As you can see, we are marked-up from ex-warehouse costs. The Pumpkin will be changed to $2.26 next week based on our new $2.18 ex-warehouse costs.

It should also be noted that Pet-Rite is giving an ad-allowance of 24¢ a dozen on both varieties and Simple Simon is giving 24¢ a dozen on Mince and 36¢ a dozen on Pumpkin which reduces their store-door costs to our truckload cost.

This differential is making it almost impossible to be the advertised pie and we need a competitive allowance if we are to set up our Halloween and Thanksgiving ads now.

Regards,
Dick

DHH:lr

cc: George Vail

RECEIVED
OCT 12 19[illegible]
PFM

[fol. 5377]

5489

Hamilton Stone Associates, Inc.

3440 East Marginal Way, Seattle, Washington • MUtual 2-5877

AIR MAIL
SPECIAL DELIVERY

December 5, 1960

TO: Dick Halvarson AT: Redwood City

FROM: Hank Vanderbeck AT: Seattle

Dear Dick:

Enclosed is a bulletin dated November 29th, announcing 36¢ per dozen off the face of the invoice on all flavors of Simple Simon Pies except Pumpkin and Mince. In addition to this, they have 5¢ per dozen co-op advertising and since this is a TPD-type of promotion, it does notrequire any advertising in order to qualify.

As I explained, we are right now in the midst of a price war involving Morton Pies between different competitors. Foodland is running all Pies at 25¢ each and Big Bear plans on doing the same thing. These ads, especially the Big Bear ad, I know for sure will include Cherry Pies, although there is no allowance. If we could reinstate our original promotion of 66¢ per dozen, I am sure that we could continue to sustain our volume throughout December and further, prevent the competition from gaining distribution in new accounts in which we are already established.

Please let me hear from you at your earliest convenience since all of our customers are seriously interested in what action Morton plans on taking to meet this competitive move on the part of Simple Simon.

Sincerely,
Hank

HLV:bej
Enclosure

cc: W. A. Nichols

DEC 6 1960

5377

5490
[fol. 5378]

Frozen Food Merchandisers

November 29, 1960

OFFICE
3440 E. MARGINAL WAY
SEATTLE, WASHINGTON
MAIN 2-5020

To Our Customers:

Carnation Company has just announced the extension of the special offer on all 8" Simple Simon Fruit Pies (excluding pumpkin and mince). This offer is effective on all pies purchased through December 23, 1960.

Of particular interest to our customers is the type of program. Please note that payment will be made on all purchases during this period and does not require any specific performance. Now is the time to plan your holiday ads and buy quality Simple Simon Pies when the price is right.

Recap

Amount:	30¢ per case Off Face 6¢ per case Buying Allowance) All flavors except pumpkin and mince
Type of Program:	Off Face of Invoice PLUS Buying Allowance
Time:	December 5 through December 23, 1960
Coop. Advertising:	5¢ per dozen
Floor Stock Protection:	None

We earnestly solicit your business and thank you for your past consideration.

Kindest regards,

S. G. Pappas

S. G. Pappas

SGP:c

WESTERN UNION

SENDING BLANK

CALL LETTERS WUX 1/23/61 CHARGE TO BOSTON FROZEN FOODS NR 42

DICK HALVARSON
CONTINENTAL BAKING CO
X790 COMMERCIAL WAY
PO BOX 1627
REDWOOD CITY CALIF

O.K. TO OVER 50 CRATES DOZEN BILLBACK JANUARY 23 to FEBRUARY 28

APPLE CHERRY PEACH COCONUT CUSTARD BOSTONBERRY IN UTAH IDAHO

AND WESTERN MONTANA

FRED ROUSE

Send the above message, subject to the terms on back hereof, which are hereby agreed to

5377

PLEASE TYPE OR WRITE PLAINLY WITHIN BORDER—DO NOT FOLD

5492
[fol. 5380]

Set up W-92 Stacks, Hd & W... Gum T...

1/16 – 2/18 50 ¢ Bellstock

Apple, Hickory, Beech, Low Cost, V.L. ...

To meet ~~Comp~~ Simple S... 3.5¢

Advise Halv... - Hix Hd. L... is ...

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

BK 2 FAST CHG CONTINENTAL BAK OCTOBER 13 1960

PETE MANOS
MORTON FROZEN FOODS WUX RYE NEW YORK

SIMPLE SIMON BULLETIN OCTOBER 7 FOR NORTHERN CALIFORNIA ANNOUNCES
BILLBACK 60 CENTS A CASE PUMPKIN AND MINCE FROM $2.30 - :XX
A CASE TRUCKLOAD COST AND 50 CENTS CASE APPLE FROM $2.18
TRUCKLOAD COST EFFECTIVE OCTOBER 7 THRU NOVEMBER 26.

DICK HALVARSON REDWOOD CITY
CONG 7 60 $2.30 50 $2.18 7 26

RBK2WU
THNX BK

MINUTE MAID'S
Parade of Values

May 10, 1960

To: Hank Vandenberg
From: Ed Mylrea
Subject: Portion VS Your letter dated 5/10/60 -

at: Seattle Wash
at: Spokane, Wash

Dear Hank: #1. Distribution: Prior to Loopt deal, We had no distribution. Chats, Swansons, & Oceana, were being featured. Coy this deal we eliminated all 3 labels — for a Swanson Pk accept their Swans Cuisine back in as it stands now. By working this Loopt Promotion we've attained a listing in UBM's Order Guide. and now have approx 100% distributions through UBM accounts only.

#2. Sonny Boy Dinners priced at 59¢ every day, No deals on the label — 5.43 Per Dz to the stores, Morton had a 5.43 also We are now listed at 5.58.

at this time Oceana was offering $1.00 Per facing in the cooler at that time they were listed at $6.60 Per Dz — today at $6.04 no deals listed in UBM's order guide.

#3. We had Loopt only on limited Pee, today we are out because of all the deals that P&K Beef, Swansons, & Morton have had - As to what their deals were, they were never listed in our order guide. However all their Brands were selling in the retail outlets from 23¢ Per Pie to 24¢ Per Pie.

I hope that this will be some help

Sincerely,

Ed

748—LITHO IN U.S.A.

[fol. 5383]

Redwood City, California — April 8, 1959

Mr. Pete Manos — Morton's - Hayward

Mr. Dick Halverson — Morton's - Redwood City

RECEIVED

P F M

Dear Pete:

You have repeatedly sent us bulletins regarding the push on Cream Pie sales. We have answered you from time to time, in that we are not competitive in price with our major competitor Hostess Sno-Ball. Attached is an April 6th price list received from this supplier which clearly shows their list prices to be forty-six cents per dozen below Morton in both ex warehouse and ex truckload pricing.

This is too great a handicap to overcome with a differential as large as this and we earnestly request that you avail us of a competitive price which will help us start that long awaited distribution.

Regards,

Dick Halverson

dah/d
Attchs.
cc: Dave Pierson

Dave Pierson — Can't afford to sell them at that price and then

Dave Pete

5383

CARNATION COMPANY

ZONE 1
CALIFORNIA
(INCLUDING LAS VEGAS AND RENO)

SIMPLE SIMON BRAND FOODS

PRICE LIST NO. 9A

Effective April 4, 1959

Terms: Net 7 days.

PRODUCT	SIZE & PACK	GROSS WT./DOZ.	IN WAREHOUSE	CARLOTS 500 CASES	CARLOTS 7,500 LBS.	FULL TRUCK
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

CREDIT ALLOWANCES.—Pick up of merchandise by buyer. Allowance under the warehouse pick up.—2¢ extra. "TRUCK" price as set in zone when purchased as a part of a combined order of all Simple Simon brand food products to qualify truck shipments originating from plant. "FULL TRUCK" prices apply only on full truck load of assorted flavors and pack, which comprises a total, in one large—or mixed. Ordering shipments.—F.O.B. Seattle warehouse 100 per cent over on warehouse for shipping, handling, etc. Warehouse. Ordering shipments.—F.O.B. Seattle warehouse 100 per cent over on warehouse for shipping, handling, etc. Warehouse. F.O.B. Washington. Water Rail must have 72 hours prior week check to process orders.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

5384

[fol. 5385]

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

JNION AM

OGA BK 1 FAST CHG CONTINENTAL BAK DECEMBER 29 1960

BILL BORRIES
MORTON FROZEN FOODS
WUX RYE NEW YORK

NORTHERN CALIFORNIA DISTRICT 8-1 SIMPLE SIMON ALL 8" FRUIT PIES 30 CENTS DOZEN SPECIAL AD ALOCX ALLOWANCE JANUARY 3 TO FEBRUARY 3 COUNTY FAIR 8" FRUIT SAME ALLOWANCE PLUS CONTINUANCE 10 CENTS DOZEN COOP IN 1961. SUGGEST WE TAKE APPLA XXX APPLE AND COCONUT CUSTARD AT 50 CENTS DOZEN AD BILLBACK DURING SAME PERIOD.

DICK HALVARSON REDWOOD CITY
CONF 8-1 8" 30 3 3 8" 10 1961 50

5385

5498
[fol. 5386]

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

GA BK 4 NITE LETTER CHQ CONTINENTAL BAK JAN 4 1961

WILLIAM KITCHIN
MORTON FROZEN FOODS
WUX RYE NEW YORK

$4.38 EXWAREHOUSE COST ON SIMPLE SIMON WITH 30 CENT DOZEN SPECIAL AD ALLOWANCE . $3.56 ESTIMATED WAREHOUSE COST ON SPRINGFIELD. DISTRIBUTOR LISTS INDICATE MARY ELIZABETH SAME AS SIMPLE.

DICK HARVARSON REDWOOD CITY
CONF$4.38 30 $3.56

R BK 1 - 4 THX WU 508P PST
THNX BK

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

BK/4 NITE LETTER CHB CONTINENTAL BAK JAN 16 1951

BILL KITCHIN
MORTON FROZEN FOODS
WUX RYE NEW YORK

DIMENSIONS SIMPLE SIMON 10" PIE . HEIGHT1 1/4 INCHES DIAMETER TIN 9 3/4 INCHES WEIGHT 44 OUNCES COST$3.89 CASE OF 6/44 EXCEPT BLUEBERRY $4.54.

DICK HALVARSON REDWOOD CITY

CONF 10" 1 1/1XXX 1 1/4 9 3/4 44 XX 44 $3.89 6/44 $4.54

5387

5500
[fol. 5388]

1/16

Wire Kitchen.

Dimensions Simple Section

10" Pie. Height 1¼ inches

Diameter time 9¾ inches weight

44 ounces. cost 3.39 a wire of

6/44. in cafe Pittsburg $4.54.

Dat

5388

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

GA
BK 1 FAST CHG CONTINENTAL BAK JA N 10 1960

BILL KITCHIN
MORTON FROZEN FOODS
WUX RYE NEW YORK

10" SIMPLE SIMON PIE NO IN DISTRIBUTION IN NORTHERN CALIFRXX
CALIFORNIA. HAVE ASKED LOS ANGELES TO GET DOINGXX DIMENSIONS
YOU REQUESTED.

DICK HALVARSON REDWOOD CITY
CONF 10" FIFTH WORD SHOULD BE NOT

5389

5502
[fol. 5390]

Form 370 6-4-51

Inter-Office Correspondence

City Crozet, Virginia Date January 5, 1961

To: Dick Halverson (Name) Redwood City, Californ (Dept. or Bakery)

From: W. R. Kitchin (Name) Rye, New York (Dept. or Bakery)

Our File _____ In Reply to Your File _____

Re: _____

Will you pick up a Simple Simon ten inch pie right away and measure the outside diameter of the pan. Let me know if exactly ten inches or what. Give me height of pie and total weight of pie.

Thank you.

Bill Kitchin

WRK:cf

cc: George Vail

MEMORANDUM

TO Dick S. Halvarson

AT Morton Frozen Foods DATE June 12, 1961
Redwood City

FROM Walter Cockcroft

AT Hamilton Stone Assoc., Inc.
San Mateo

SUBJECT Competitive Information

The Select Union Foods Bulletin of June 5 carried the following advertising allowances which will be paid through Select Union Foods:

County Fair - Cream Pies @ 40¢ per dozen.
County Fair - Fruit Pies @ 50¢ per dozen.
Effective June 1 - June 30

Simple Simon - 8" Fruit Pies, plus Crust Top Lemon and Custard Pies @ 50¢ per dozen.
Effective June 5 - July 7

Simple Simon - 8" Cream Pies @ 70¢ per dozen.
Effective June 5 - July 7
Simple Simon - 9" Fruit Pies, plus Crust Top Lemon and Custard @ $1.00 per dozen.

In Select's Bulletin of June 12 they quote a new line price on Ocoma Dinners of $5.42 per dozen store-door, plus a premium program for the retailer running through June 12 - August 12.

Promotion allowances on Libby Pot Pies brings the store-door price down to $4.17 per case of 24/8 oz. Additional promotional allowances on Apple, Peach and Pineapple result in store-door price of $1.83 per case and $1.90 per case on Boysenberry and Cherry 24 oz. Pies. This allowance on Fruit Pies and Pot Pies is on the basis of one case free with 12.

Also, you will be interested to know that the new products listed below from Pet Ritz are now available:

		Reg. Price	P.A.	Special Price
12/12	Apple Nut Roll	5.71	.50	5.21
12/12	Cinnamon Nut Roll	5.71	.50	5.21
12/12	Orange Nut Roll	5.71	.50	5.21
12/15	Banana Bread	4.77	.50	4.27
12/16	Date Nut Bread	4.77	.50	4.27

The above to keep you posted during your wanderings about the country.

WC:SA

JUN 14 1961

5391

5504
[fol. 5392]

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

10/30 — 12/30 TBD (2 3/4) 10/19

WU044

NL PD AR WUX REDWOOD CITY CALIF OCT 18

FRED ROCHE MORTON FROZEN FOODS

WUX RYENY

SWISS MISS RETAILING EASTERN WASHINGTON EASTERN OREGON.

[redacted] 3.60 DOZEN LESS 50 CENT DOZEN SAA

MAILING DISTRIBUTOR LIST DIRECTLY TO YOU

MAY WE HAVE APPROVAL 66 CENTS RETURN WIRE

DICK HALVARSON REDWOOD CITY

[fol. 5393]

5505

Form 580 6-6-51

Inter-Office Correspondence

City Redwood City, California Date: March 14, 1962

To: Mr. Fred Roche (Name) General Office (Dept. or Subsy)

From: Mr. Dick Halvarson (Name) (Dept. or Subsy)

Our File _____ In Reply to Your File _____ RECEIVED

Re: _____

F. B. R.

Dear Fred:

On March 1 we asked for an increase of 15¢ dozen special ad allowance on Apple Pies for Phoenix, Arizona. We told you that if offered we would keep Bel Air out of Safeway.

Enclosed is the result, needless to say there are no features on Bel Air.

Regards,

Dick

DSH:lc

cc: Bill Kitchin

5393

BULK RATE
U. S.
POSTAGE
PAID
Permit No. 2
Phoenix, Ariz.

SAFEWAY

We're very proud of our baked goods

We carry one of the largest and freshest lines of baked goods in town. Quality-tested cakes, rolls, pastries, breads . . .

COUPON

This Coupon Worth

100 Gold Bond Stamps

LIMIT One Coupon per adult family

●● FREE ●●

EXPIRES Sunday, Nov. 4, 1962

SAFEWAY — 43rd Avenue and Thomas Road — ONLY

COUPON

COUPON

FRUIT PIE 19c

Morton's Apple With this coupon!

Limit – One Coupon per adult family.
Coupon expires Sunday, Nov. 4, 1962

MAR 22 oz. pkg.

SAFEWAY — 43rd Avenue and Thomas Road — ONLY

COUPON

[fol. 5395]

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-37

BK 1 FAST CHG CONTINENTAL BAK SEPT 25 1961

WILLIAM KITCHIN
MORTON FROZEN FOODS
WUX CROZET VIRGINIA

CHAPMAN REPORTS UTAH PIE OFFERING 24 OUN CE PUMPKIN 3.20
DOZEN. HVE WE XXXXX HAVE WE EXTRA 5 CENTS FOR UTAH
TO BE COMPETITIVE.

DICK-HALVARSON REDWOOD CITY
CONF 24 3.20 5

5395

5508
[fol. 5396]

WESTERN UNION TELEGRAM

OCT 12 1959

WESTERN UNION TELEGRAM

ON

58 0/
THNX M OGA BK 1 CHG CONTINENTAL BAK OCT 12

PETE MANOS
MORTON FROZEN FOODS
WUX RYE NEW YORK

MAILING YOU TOMORROW ACTUAL LETTER TO TRADE BY LIBBY OFFERING PUMPKIN AND MINCE 4.10 DOZEN LESS 15 CENT AD ALLOWANCE AND 10 CENT CO-OP. DICK HALVARSON REDWOOD CITY

60 F 4.10 15 10
PLEASE SEN NIGHT LETTER OR CHEAPEST WAY

OK R KB 1WUTNK

[fol. 5397]

To Hank Vanderbeek | At Seattle, Washington

Subject The Johnson Pie Invasion of The Spokane Mkt. | Date 10/28/1959

Dear Hank:

Here's the scoop on the above, as I got it from our Retail Friends.
1st of all they have been listed in all houses, with the exception of Pacific Fruit.
All houses listing them in their order guides at 2.11 per case of six.($4.,4 per dz.)
or a cost of 35½¢ per pie ON ALL FRUIT & CREAM PIES.

Ads are being set up at 3/$1.00 which didn't make sense tome, as I know that the retailers will not absorb the loss on a brand new item, so I checked it further, and found that every store that FEATURES THEM, would receive a 20¢ coupon PER PIE, In other words a return of $1.44 per dz.
Plus they are going to start Demonstrations in any outlet that wants them.
A real terrific deal I'd say. REMEMBER.
This for your info.

I would like to find out what they are doin; in Seattle, I under stand that they really have been wheeling & dealing.
Anderson & Haffner are the brokers, I'm wondering how Ossen likes this. I also might add that they all THINK have been spending most of their time working on JOHNSON PIE.

Best Regards
Ed Myers

RETURN TO → Signed

NOV 6 1959

Date | Signed

48474 Redfern

SEND PARTS 1 AND 3 WITH CARBONS INTACT
PART 3 WILL BE RETURNED WITH REPLY.

5397

5510
[fol. 5398]

WESTERN UNION TELEGRAM W

WESTERN UNION TELEGRAM

UNION AM

V

BK1 FAST CHG CONTINENTAL BAK OCTOBER 7 1960

PETE MANOS
MORTON FROZEN FOODS
WUX RYE NEW YORK

OPENING TRUCKLOAD PRICE ANNOUNCED TODAY LIBBY PUMPKIN $3.90
MINCE $4.04 MARY ELIZABETH $4.00 BOTH VARIETIES.

DICK HALVARSON REDWOOD CITY
CONF $3.90 $APR DRIPPXXXX $4.04 $4.00

RECC RECD BK1 WU THNX
THNX BK

[fol. 5399]

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

GA
EK 3 NITE LETTER CHG CONTINENTAL BAK JAN 4 1961

78)) XXXXX

WILLIAM KITCHIN
MORTON FROZEN FOODS
MONTICELLO HOTEL
WUX CHARLOTTESVILLE VIRGINIA

HAVE 70 CENTS BILLBACK ALL FRUIT IN PHOENIX UNTIL FURTHER NOTICE.
NEED ADDITIONAL 45 CENTS APPLE AND COCONUT TO MEET MARY
ELIZABETH AND HOLD DISTRIBUTION WITH GOODMANS AND ASSOCIATED
CUSTOMERS. NEED APPROVAL BY 9:00AM PST TOMORROW FOR
ADDITIONAL TRUCKLOAD TO GOODMANS AND SAFEWAY.

DICK HALVARSON

CONF TO 45 9:00AM PST

REK3WU
THNX EK

5399

5512
[fol. 5400]

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

ESTERN UNION TELEGRAM

1-7-3670

WU055 PD TDMB FAX LOS ANGELES CALIF 7 1005A
DICK HALVARSON MORTON FROZEN FOODS
LIBBY FROZEN PIE OPENING PRICE PUMPKIN 3.90 DOZ MINCE
4.04 DOZ MARY ELIZABET H 4.00 DOZ ON BOTH LEO FISHER
WAITING FOR PRICE DINNERS LEWIS MUST HAVE ANSWER BY
NOON ANSWER ME
LEO O WILEHLEM
3.90 4.04 4.00

RECD WUO 55 THNX

[fol. 5401]

5513

3440 East Marginal Way, Seattle, Washington · MUtual 2-55

April 19, 1961

TO: Dick Halvarson AT: Redwood City

FROM: Hank Vanderbeck AT: Seattle

Dear Dick:

For your information, Chet's is out with a new deal. If the store carries 8 items of the Chet line.....that is, any 8 items, and advertises one item per month, they get 20¢ per dozen on their total purchases for the quarter.

What this has succeeded in doing so far is weakening the Pet Ritz position in this market and gaining some new distribution for Chet's. Just want to keep you posted on these developments.

Sincerely,

HLV:bej

APR 20 1961

5401

5514
[fol. 5402]

TO: Dick Halvarson

FROM: Neff

Here is the bulletin on Johnston Isle

Nat Reiff

MINUTE MAID BANANA ORANGE JUICE

Food Marketing Specialists

ASPINALL & THOMPSON

March 28, 1961

JOHNSTON PIE PROMOTION

Johnston Pie Company is offering a promotion for a two week period starting April 3rd and through April 15th.

This is a most startling offer. For each three cases purchased of the following pies:

BOYSENBERRY ** PEACH ** CUSTARD ** APRICOT** APPLE

Johnston will give you one case free.

As an example; when you purchase 3000 cases of Apple Pie you will receive 1000 cases free. With the purchase of 2000 cases you will receiver 666 cases free. A 300 case purchase will give you 100 cases free.

We have been asked by Johnston Pie Co. to remind our customers not to purchase more than a 30-day supply on this promotion.

1 FREE WITH 3

*** The .06 per case advertising allowance will be discontinued as of March 28, 1961

***** CORRECTION 3/30/61 APPLE PIE ADDED TO LIST OF PIES FOR THIS PROMOTION

[fol. 5404]

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-39

Redwood City, California

September 20, 1961

Mr. Bill Kitchin

General Office

Mr. Dick Halverson

Dear Bill:

For your information we learned today that, despite Safeway, Salt Lake City's desires, Allan Young has appointed the Utah Pie Company as co-packer for Bel Air pumpkin and Mince Pies in the Utah- Idaho-Montana area.

It is apparent that Whitney Frozen Foods, like American Stores is letting contracts with co-packers in areas where freight costs will be minimized. This is the first knowledge we have had of any deviation from the current packing arrangements for Bel Air.

Safeway advises that their pie will be 24 ounces and in the comparison with Morton's opening price their costs will be substantially lower on Mince and a little higher on Pumpkin than our current price.

Regards,

DSH:lr

cc: Bill Klein

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-40

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is indi-cated by a prop-er symbol.

WESTERN UNION
NORTON'S EX — FOR ID.
W. P. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Telegram
VLT=International Vi...

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CT 1 E099 DLPD=FAX LOUISVILLE KY 13 APR 6=

=[illegible] HALVERSON=

[illegible]30 22 AVE SFRAN=

SUBJ[illegible] YOU SEE JACK GOLDIE, CONTINENTAL R[illegible] MANAGER IN SAN FRANCISCO, REGARDING WORKING OUT POSSIBLE PLAN TO GET A DISTRIBUTOR IN SALT LAKE CITY AND OGDEN UTAH. FRED KUHLMAN, CONTINENTALS MANAGER AT OGDEN WANTS TO HELP US. MAYBE WE CAN WORK OUT ARRANGEMENT TO PAY KUHLMAN OR CONTINENTAL UTAH SPARE REGULAR BROKERAGE BASED ON A-C/O FIRST $2[illegible],000 PER MONTH, 3-C/O ON THE NEXT $20,000, 2-1/2-C/O ON THE NEXT $25,000. DISCUSS WITH GOLDIE BEFORE YOU COME [illegible] LOUISVILLE=

HOWARD H MCCULLY HORTON FROZEN GOODS LOUISVILLE

[illegible]TUCKY

[illegible] L[illegible]
704 E. Chestnut St.

[illegible] [illegible] J. Mahlmann
2551 Grant Ave.

[illegible]-C/O $25,000 3-C/O $20,000 2 1/2-C/O $25,000..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

5518
[fol. 5406]

58

Dw

...ur level

...s discussed during my visit to ... I would like your approval to ... to pay, 1/3 cent (with ... Morton Brazer for the state of ... Nevada.

... recently established a frozen food ... operation, headed by ... Morton with our former broker, the ...

... would appreciate your ... agreement (giving ... of this, Southern Nevada and Eastern ... with a commission, in the amount of ... sale of record Morton products in the area ... ing September 4th, 1959.

... your information, the ... for District 6-J ... follows:

...ember	$12,114.00
October	11,140.00
...ember	...21
	$...24.00

... commission. The amount due $70.32

... plans give all their approval to ... in this ... for the season, thereby ... up to date with ... fine broker in the mountain ...

...

...

...

cc: ...
...

Blind copy: Ken ...

December 19, 1953

Ken Kammerman Co.
175 East South Temple
Salt Lake City 10, Utah

Gentlemen:

At the request of our Mr. Dick Halvarson, this is to confirm your appointment as our broker in his Region 8, District 3, this to embrace the State of Utah, Southern Idaho and Eastern Nevada. The exception for Eastern Nevada is the County of Clark in which is located Las Vegas.

Just for your information, the Eastern counties excluded are Washoe, Storey, Ormsby, Lyon and Douglas.

The brokerage is to be at the rate of 3% on net sales of NORTON branded products, payable monthly.

The request also was granted that this appointment be made retroactive to September 1st, 1953, and the sales in your district were as follows:

September 1953	-	$[illegible],105.25
October 1953	-	$10,146.53
November 1953	-	$ 2,[illegible]89.44
Total	-	$26,[illegible]41.22

The commission due you on this basis is $750.24, check for which we are glad to have accompany this letter.

Dick Halvarson has been very profuse in his praise of you and your associate, Rex Vance, who was with a former broker of ours in your area.

We look forward to some fine NORTON distribution and volume.

Cordially yours,

GEORGE A. NIGHTINGALE

GAN/mr
Enc. (ck.)

cc: Dick Halvarson, George Vail, Dave Pierson, Al Blair, L. Davidson

5520
[fol. 5408]

Form 570 6-4-51

Inter-Office Correspondence

City Redwood City Date March 11, 1960

To: Mr. David Pierson, Morton Frozen Foods Division (Name) General Office (Dept. or Bakery)

From: D. S. Halvarson, Regional Manager (Name) Redwood City Regional Office (Dept. or Bakery)

Our File _____ In Reply to Your File _____

Re: _____

Dear Dave:

In answer to your March 8 memorandum regarding the work to be done in Salt Lake City and San Diego, I must admit that I have not had the opportunity to give the proper "follow-through" to these problem markets. It is my intent, upon my secretary's return from her current illness, to make San Diego first point of call. The local Continental Manager, Bil Reed, will sit down and construct a Morton-Continental promotion which we feel can gain for us a distribution pattern similar to that now held by Wonder Bread and Hostess Cakes. This meeting will be held during the week of March 13 or March 20 depending when I can get away.

The Salt Lake problem differs from San Diego in the fact that we have no active broker representing us at this time. My last trip there in November was unsuccessful in selling pumpkin and mince pies for two reasons. The first, my inability to meet the $3.50 per dozen on Utah Pies (a local pie manufaturer). The second was the fact that we had no salesmen on the street to service the accounts and promote the products. At this writing, I am awaiting word from "Dutch" Rasmussen who is establishing a brokerage house which he will actively operate after his retirement in July. "Dutch" is forming a partnership with a gentleman whom I have yet to meet and I will not know the details of this until later in the month when they start to put their company together. I have purposely held back, awaiting "Dutch's" decision to represent Morton and feel that his vast knowledge of the Salt Lake Market, coupled with an excellent personal equation with all segments of the food trade, will give us one of the best sales agencies for that particular market.

It is my hope to present you with a complete program for both markets before the end of March.

Regards,

D. S. Halvarson

DSH/ls
cc: Mr. G. Vail
Mr. R. M. Laughlin
Mr. B. G. McNary

MORTON FROZEN FOODS

DIVISION OF CONTINENTAL BAKING COMPANY

D. S. HALVARSON
REGIONAL SALES MANAGER
1720 INDUSTRIAL WAY
REDWOOD CITY, CALIFORNIA
Phone: EMerson 8-8291

June 17, 1960

Mr. L. N. Rasmussen
Continental Baking Company
734 East Fourth South Street
Salt Lake City, Utah

Dear Dutch:

Jim Hooks and Bill Wilson both advised me that you are just about ready to go into the food brokerage business.

I want to meet with you as soon as possible but will be unable to get to Salt Lake City until June 27 or 28.

Unless I hear to the contrary, I will assume that you will be in your office on those dates and will meet you there.

Very sincerely yours,

D. S. Halvarson

DSH:lr

cc: Jim Hooks
Dave Pierson

L. N. RASMUSSEN
3427 Brock Bank Drive
Salt Lake City 17, Utah

Dick
I'll be out of Town 6/27 - 6/28 . will be Available 6/29 & 6/30 . Then will be out of Town July 1 To July 5. So Pick your Date & let me Know By Fri 6/24. IF Possible. Fmc . 5409

5522
[fol. 5410]

Inter-Office Correspondence

City Salt Lake City,Utah Date October 27, 1960

To: Mr. D.E. Halvarson, Mortons Frozen Foods (Name) Redwood City, California (Dept. or Bakery)

From: Lyle Worthington, Manager (Name) Salt Lake City,Utah (Dept. or Bakery)

Our File _____ In Reply to Your File _____

Re: _____

OCT 28 19

Dear Dick:

We were contacted by Stan Chapman with regard to supplying a demonstrator and an oven for sampling Mortons Frozen Buscuits in a grocery store here in Salt Lake City. He indicated that this girl would be paid for by you and that we would make the payment on our regular payroll charging it back to Mortons. We have no objections to doing this if this is your agreement.

We have only five ovens at the bakery and we are involved in a Brown'N Serve and Jelly promotion starting soon so it may be that we will have to purchase more ovens. Demonstrators are no problem. Would appreciate his contacting us prior to scheduling demonstrations.

I would like to hear from you as to what your agreement with Stan Chapman is and we will work with you any way we can in order to assist Mortons Foods Products in the Salt Lake City area.

Sincerely yours,

Lyle Worthington, Manager
Salt Lake City,Utah

LW/mm
cc: J.W. Hooks, Regional Manager
Darrell Day, Salesmanager

960

Redwood City, California — October 21, 19

Lyle Worthington — Salt Lake City

Mick Halvarson — Redwood City

Dear Lyle:

Thank you for your letter and expression of help to establish more Morton sales in Salt Lake City.

We are currently working out an arrangement with Stan Chapman, to represent Morton in your area. It is our plan to start with some of the newer items such as Biscuits and Honey Buns and want to utilize a plan of in-store demonstrations with some of the larger mark ets.

We would like to employ one of your demonstrators, whose salary would be paid from your office and then debited back to Morton. We would need one of the "Presto" type ovens to bake-off the product in the store. Stan will make arrangements for the demo and will order the products necessary. Samples used should be withdrawn from the supply on hand at the store.

By copy of this letter, I am requesting Redwood Dealer to clarify the procedure for charging the demonstrator's costs to Morton.

Thank again, for the usual Salt Lake co-operation and, in case you don't know, — Morton Biscuits and Jelly are a natural !!

Best regards,

Mick Halvarson

cc: Dr. Cooks
Redwood Dealer
Mr. Barnes

5524
[fol. 5412]

MORTON'S EX. ____ FOR ID.

Redwood City, California

Stan Chapman

Dick Halvarson

October 26, 19 0

Salt L ke City

Redwood Cit,

Dear Stan:

Confirming this mornings conversation, the Allowances on Morton Pies will be as follows.

.84¢ per dozen on Morton Apple Pies, packed 6/22 oz.

.80¢ per dozen on Morton Pumpkin Pies, packed 6/24 oz.

1.20¢ per dozen on Morton Mince Pies, packed 6/24 oz.

These allowances effective from October 31 thru November 26 -

Payment for charges on allowances should be made by the co-op or distributor, who in turn will bill us here at 1790 Industrial Way, Redwood City. Copies of the document accompany the claims and our remittance will be made from New York.

Also enclosed is a copy of our current co-op advertising contract and we will mail you additional copies for your customers.

If you have any questions, please write or call me at any time.

Best Regards,

D.E.Halvarson

cc: Lyle Worthington
Pete Nemos

November 22, 1960

VIA AIR MAIL

Frozen Yodel Marketers
1873 [illegible] 60th South
Murray, Utah

Attention: Mr. Stanley E. Cherrey

Gentlemen:

We have just been advised and confirm that on the effective date shown here, September 26, 1960, you became the NORTON broker for the States of Utah, Idaho, Montana, and Northern Nevada - known as NORTON'S Region 8 - District 3. This is a big area in which there is substantial potential - so we look forward to some real business for NORTON.

The NORTON line offers all of the big volume convenience items in one package, backed by constant national advertising and promotion.

The brokerage commission is 3% of your net sales on NORTON branded products.

Cordially yours,

GEORGE A. HEFFTINGALE

GAH/mg

cc: George Vail
Al Blair
Dick Halvorsen
Bob Bossong
Tom Roth

NOV 28 1960

5413

[fol. 5414]

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-48

MORTON FROZEN FOODS

DIVISION OF CONSOLIDATED FOODS CORPORATION
P.O. BOX 731 ERIE, NEW YORK

Morton

SOLD TO / SHIP TO

SAFEWAY STORES INC
154 SOUTH 1ST WEST
SALT LAKE CITY UTAH

SHIPPED TO SAME UNLESS SPECIFIED

CUSTOMER NUMBER				INVOICE MO.	INVOICE DAY	INVOICE YR.	INVOICE NUMBER
W	92	0900	A	7	21	61	72226

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

PLEASE RETURN REMITTANCE COPY WITH YOUR PAYMENT.

TERMS: NET 7 DAYS

P. O. #.	WHSE.	SHIPPED FROM				DATE SHIP'D MO. DAY	INV. TICKET OR ORDER NUMBER	CUSTOMER ORDER NUMBER	ORDER DATE MO. DAY YR.	
RDD	55	WATSONVILLE				07 10	072226		07 12 61	
DOZENS	CASES	PAK	GRADE OR SIZE	DESCRIPTION	PER DOZEN GROSS	PER DOZEN ALLOWANCE	PER DOZEN NET	GROSS	ALLOWANCE	NET
1500.0	3000	622.		APPLE PIE	4.00	1.45	2.55	6,000.00	2,175.00	3,825.00
375.0	750	622.		COCONUT PIE	4.00	1.45	2.55	1,500.00	543.75	956.25
1875.0	3750							7,500.00	2,718.75	4,781.25

PAY THIS AMOUNT →

MORTON'S INC. FOR B.

5414

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-49

IN UNITED STATES DISTRICT COURT
MORTON FROZEN FOODS
DIVISION OF CONSOLIDATED BAKING COMPANY INCORPORATED
P.O. BOX 731 RYE, NEW YORK

Morton

SOLD TO
SAFEWAY STORES INC
154 SOUTH 1ST WEST
SALT LAKE CITY UTAH

SHIPPED TO SAME UNLESS SPECIFIED

SHIP TO

CUSTOMER NUMBER				INVOICE mo.	day	yr.	INVOICE NUMBER
W	92	0900	A	7	21	61	72227

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

PLEASE RETURN REMITTANCE COPY WITH YOUR PAYMENT.

TERMS: NET 7 DAYS

P. O. #.	WHSE.	SHIPPED FROM			SAM SHP'D mo. day	INV. TICKET OR ORDER NO.			CUSTOMER ORDER NUMBER	ORDER DATE mo. day yr.	
PPD	5	WATSONVILLW			07 14	072227				07 12 61	
DOZENS	CASES	PAC	GOLDEN PAC.	DESCRIPTION	GROSS	THE BOSTON Reference		NET	GROSS	ALLOWANCE	NET
1500.0	3000		622.	APPLE PIE	4.00	1.45		2.55	6.000.00	2.175.00	3.825.00
299.0	598		622.	COCONUT PIE	4.00	1.45		2.55	1.196.00	433.55	762.45
1799.0	3598								7.196.00	2.608.55	4.587.45

PAY THIS AMOUNT →

1115

[fol. 5416]

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-55

[illegible] TAKEN BY DON ANDERSON ----

[illegible] TRIBUNE - MICROFILM LIBRARY

Albertson's	1/15/57	Pet-Ritz	24 oz.	Apple Peach Cherry	35¢
Grand Central	1/18/57	Pictsweet	lg. size	-	25¢
Buy-Rite	1/18/57	Pictsweet	lg. size	Apple Cherry Peach Berry (with 25¢ COUPON in groc. ad)	19¢
Grand Central	1/25/57	Simple Simon	lg. size	Apple Cherry Boysenberry	33¢
Grand Central	2/1/57	Pictsweet	lg. size	Apple Cherry Boysenberry	25¢
Buy-Rite	2/15/57	Pet-Ritz	24 oz.	Apple Boysenberry	29¢
Grand Central	2/15/57	Ocoma	lg. size	All Varieties	3/1.00
I. G. A.	2/15/57	Pictsweet	24 oz.	Apple Peach Boysenberry	53¢
Grand Central	2/22/57	Simple Simon	Serve's 5	Fruit Pies	38¢
Grand Central	4/12/57	Morton's	Serve's 5	Cherry	39¢
A. G. Stores	4/26/57	Morton's	Fam. size	Apple Peach Boysenberry	43¢
A. G. Stores	5/3/57	Morton's	Fam. size	Fruit Pies	43¢
A. G. Stores	5/10/57	Morton's	23 oz.	Coconut Custard	39¢
Success Mkts.	5/17/57	Pictsweet	24 oz.	Fruit Pies	49¢
Safeway	5/31/57	Bradley's	22 oz.	Rhubard	49¢
A. G. Stores	6/7/57	Morton's	Fam. size	Coconut Custard	39¢
Safeway	6/14/57	Morton's	23 oz.	Coconut Custard	39¢
Grand Central	7/5/57	Pictsweet	Serves 4	Cherry	29¢
Cannery Sales	7/5/57	Simple Simon		Cream Pies	59¢
Safeway	7/12/57	Ocoma	24 oz.	Cherry	39¢
Buy-Rite	7/19/57	Simple Simon		Cream Pies	69¢
I. G. A.	7/19/57	Simple Simon		Cream Pies	69¢

5417

Safeway	8/2/57	Ocoma	24 oz.	Cherry	33¢
Safeway	7/19/57	Ocoma	24 oz.	Cherry	33¢
Grand Central	8/13/57	Ocoma	-	Cherry Peach	39¢
Safeway	8/16/57	Bradleys	22 oz.	Peach Cherry Pineapple	59¢
Buy-Rite	8/16/57	Pet-Rite	24 oz. 24 oz.	Apple Peach Cherry Blueberry	33¢ 33¢
Safeway	8/30/57	Ocoma	24 oz.	Cherry	39¢
Albertsons	9/6/57	Pet-Rite	24 oz.	Apple (with 10¢ COUPON in store)	39¢
Safeway	9/6/57	Ocoma	24 oz.	Apple	33¢
Safeway	9/20/57	Ocoma	24 oz.	Peach	33¢
Grand Central	10/4/57	Ocoma	24 oz.	Apple Peach Cherry	39¢
Grand Central	9/27/57	Ocoma	24 oz.	Apple Peach Cherry	39¢
A. P. Stores	10/4/57	Morton's	24 oz.	Apple Pumpkin (With Coupon)	29¢
Foodtown	10/4/57	Morton's	24 oz.	Apple Pumpkin	39¢
Grand Central	10/18/57	Ocoma	Serves 8	Apple Peach Cherry	38¢
Grand Central	10/[illegible]/57	Pictsweet	Serves 8	Blueberry	39¢
Grand Central	11/1/57	Pictsweet	Serves 4	Blueberry	39¢
Grand Central	11/8/57	PictSweet	Serves 4	Blueberry Cherry	39¢
Grand Central	11/15/57	Pictsweet	24 oz.	Blueberry Cherry	39¢
Foodtown	11/15/57	Chet's	24 oz.	Mince	49¢
A. P. Stores	11/20/57	Morton's	24 oz.	Pumpkin	39¢

I. G. A.	11/22/57	Simple Simon	24 oz. 24 oz.	Pumpkin Mince	49¢ 55¢
Foodtown	11/22/57	Morton's	24 oz.	Apple Pumpkin	39¢
Safeway	11/22/57	Utah	24 oz.	Pumpkin Mince	33¢
A. G. Stores	11/26/57	Morton's	24 oz.	Pumpkin Apple	39¢
I. G. A.	11/26/57	Simple Simon	- -	Pumpkin Mince	49¢ 55¢
Grand Central	11/26/57	Pictsweet	Serves 5	Blueberry Cherry	39¢
Safeway	11/26/57	Utah	24 oz.	Pumpkin Mince	33¢
Foodtown	11/26/57	Morton's	24 oz.	Pumpkin apple	39¢
Grand Central	12/6/57	Pictsweet	lg. size	Cherry Peach Blueberry	39¢
Albertsons	12/12/57	Pet-Ritz (with 15¢ COUPON page E-1)	24 oz.	Apple Cherry Pumpkin	35¢
Grand Central	12/13/57	Pictsweet	lg. size	Fruit Pies	39¢
Safeway	12/20/57	Utah	24 oz.	Pumpkin Mince	33¢
A. G. Stores	12/20/57	Morton's (with 10¢ COUPON in A.G. AD.)	-	Apple Pumpkin	39¢
I. G. A. (with 10¢ COUPON in IGA ad.)	12/20/57	Simple Simon	Fam. Size	Apple Mince	39¢ 45¢
Buy-Rite	12/20/57	Pet-Ritz	24 oz. 24 oz.	Pumpkin Mince	49¢ 55¢
Grand Central	12/20/57	Pictsweet	Serves 5	Apple Peach Cherry Blue.	37¢
Grand Central	12/27/57	Pictsweet	Serves 5	Apple Peach Cherry Blue.	3/1.

[pl. 5419]

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Grand Central	1/[illegible]/58	Pictsweet	lg. size	Apple Cherry Peach Blue	3/1.00
Albertsons	1/10/58	Pictsweet	24 oz.	Fruit Flavors	49¢
A. & P. Stores	1/17/58	Bradleys	24 oz.	Apple	39¢
Albertsons	1/17/58	Pictsweet	24 oz.	5-Flavors	49¢
Grand Central	1/17/58	Pictsweet	lg. size	Apple Cherry Blue	33¢
Buy-Rite	1/17/58	Pet-Ritz	24 oz.	Apple	49¢
Safeway	1/24/58	Utah	24 oz.	Fruit & Berry	39¢
Buy-Rite	1/24/58	Pet-Ritz	24 oz.	Pumpkin Mince	49¢
Grand Central	1/[illegible]/58	Pictsweet	lg. size	Apple Cherry Peach Blue	37¢
Safeway	1/31/58	Utah	24 oz.	Apple Cherry Boysenberry (Regular Price 49¢)	39¢
Grand Central	2/7/58	Pictsweet	lg. size	Fruit Flavors	37¢
Safeway	2/7/58	Utah	24 oz.	Fruit & Berries	39¢
Safeway	2/14/58	Pet-Ritz	24 oz.	Cherry	59¢
A/G Stores	2/14/58	Bradleys	23 oz.	Apple Cherry	39¢
Albertsons	2/14/58	Pet-Ritz	24 oz.	Cherry	49¢
Buy-Rite	2/14/58	Pet-Ritz	24 oz.	Cherry	49¢
Foodtown	2/14/58	Bradleys	23 oz.	Apple Cherry	39¢
Grand Central	2/20/58	Pictsweet	lg. size	Cherry	37¢
A/G Stores	2/14/58	Bradleys	24 oz.	Apple Cherry	39¢
Buy-Rite	2/20/58	Pet-Ritz	24 oz.	Cherry	49¢
[illegible]	[illegible]	[illegible]	[illegible]	Cherry	49¢

Albertsons	2/20/58	Simple Simon	9 inch	Apple	69¢
Safeway	2/28/58	Utah	24 oz.	Assorted Fruit (case PRICE $2.30)	33¢
Albertsons	2/28/58	Pet-Ritz	24 oz.	Apple	49¢
Safeway	3/7/58	Utah	24 oz.	Apple Cherry Boysenberry (Case PRICE $ 2.30)	39¢
Grand Central	3/7 /58	Pictsweet	lg. size	Fruit Pies	39¢
Buy-Rite	3/14/58	Pet-Ritz	lg. size	Apple Cherry Peach	49¢
Albertsons	3/14/58	Pet-Ritz	24 oz.	Cherry	49¢
Albertsons	3/21/58	Simple Simon	24 oz.	Apple	49¢
Buy-Rite	3/28/58	Simple Simon	-	Apple Cherry	49¢
Cannery Sales	4/ /58	Utah	lg. Fam.	Apple Cherry	39¢
Buy-Rite	4/11/58	Pet-Ritz	lg. size	Apple Cherry	48¢
Grand Central	4/11/58	Pictsweet	lg. size	Apple Cherry Blueberry	35¢
I.G.A.	4/11/58	Simple Simon	-	Cherry Apple	49¢
Safeway	4/11/58	Utah	24 oz.	Apple Cherry	45¢
Buy-Rite	4/18/58	Pet-Ritz	-	Apple Cherry	49¢
Grand Central	4/18/58	Pictsweet	-	Apple Cherry Blueberry	29 ¢
A/S Stores	4/25/58	Bradleys	24 oz.	Apple	39¢
Buy-Rite	4/25/58	Simple Simon	-	Apple Cherry Peach	48¢
Albertsons	4/25/58	Pet-Ritz	24 oz.	Apple	49¢
Buy-Rite	4/25/58	Utah	Fam. size		39¢
Woodtown	4/25/58	Bradleys	24 oz.	Apple	39¢
I.G.A.	5/2/58	Pet-Ritz	-	Fruit Pies	49¢

[fol. 5421]

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Grand Central	5/2/58	Pictsweet	lg. size	Cherry Blueberry	29¢
Albertsons	5/2/58	Pet-Ritz	lg. size	Apple	49¢
Albertsons	5/9/58	Swansons	24 oz.	Apple Peach Cherry	52¢
[illegible]	5/16/58	Simple Simon	-	Apple Cherry	49¢
Safeway	5/16/58	Utah	24 oz.	Apple Cherry Boysenberry	39¢
Buy-Rite	5/16/58	Simple Simon	Cr. Pies	Strawberry	43¢
Success Mkts.	5/16/58	Pet-Ritz	8 inch	Apple Peach Cherry	51¢
Grand Central	5/23/58	Libbys	24 oz.	Apple	35¢
Foodtown	5/23/58	Bradleys	22 oz.	Apple Boysenberry	39¢
A/S Stores	5/28/58	Bradleys	24 oz.	Apple	39¢
Safeway	5/23/58	Utah	24 oz.	Fruit Pies	39¢
Buy-Rite	5/[illegible]/58	Simple Simon	-	Apple Cherry	48¢
Grand Central	6/6/58	Pictsweet	-	Fruit Pies 6/ $ 1.00	
		(50¢ REFUND from Pictsweet - 5/ $ 1.45)			
Buy-Rite	6/6/58	Simple Simon	-	Apple Cherry	49¢
Albertsons	6/13/58	Pet-Ritz	lg. size	Cherry	49¢
Grand Central	6/13/58	Libbys	24 oz.	Apple	35¢
Buy-Rite	6/20/58	Simple Simon	-	Apple Cherry	49¢
Foodtown	6/20/58	Bradleys	22 oz.	Apple	39¢
Grand Central	6/20/58	Libbys	lg. size	Apple	35¢
Grand Central	6/27/58	Libbys	lg. size	Apple	35¢
Albertsons	7/11/58	Pet-Ritz	24 oz.	Apple Cherry	49¢
Grand Central	7/11/58	Libbys	lg. size	Apple Boysenberry	35¢

Grand Central	7/11/58	Ocoma Pictsweet	lg. size	Peach Cherry Blueberry	35¢ 35¢
Grand Central	8/1/58	Pictsweet Ocoma Libbys	- - -	Blueberry Cherry Peach Apple Boysenberry	35¢ 35¢ 35¢
Safeway	8/8/58	Johnstons	Cr. Pies	Choc Coco Lemon Strw	69¢
Valley Discount	8/15/58	Utah	-	Ass't. Flavors	39¢
I.G.A.	8/15/58	Simple Simon	Cr. Pies		59¢
Grand Central	8/16/58	Pictsweet Libbys	lg. size	Blueberry Cherry Apple Boysenberry	35¢ 35¢
Grand Central	8/22/58	Libbys	lg. size	Apple Boysenberry	35¢
Cannery Sales	8/22/58	-	lg. size	Fruit Pies (2.98 - Dozen)	3/1.00
Grand Central	8/29/58	Pictsweet	lg. size	Cherry Blueberry	35¢
Safeway	9/5/58	Utah	24 oz.	Apple Cherry Berry	37¢
A/O Stores	9/5/58	Frigid Dough	lg. size	Fruit Pies	35¢
Woodtown	9/5/58	Utah	22 oz.	Ass't. Fillings	39¢
Albertsons	9/12/58	Swansons	-	Apple Cherry Coco Custard	33¢
Grand Central	9/12/58	Pictsweet	lg. size	Cherry Blueberry	35¢
Cannery Sales	9/12/58	Pictsweet	lg. size	Cherry	29¢
Safeway	9/19/58	Utah	24 oz.	Apple Cherry Boysenberry	37¢
A/O Stores	9/26/58	Frigid Dough	20 oz.	Apple Cherry Boysenberry	35¢
I/GA	9/26/58	Pet-Ritz	- (Regular Price 59¢)	Apple Cherry	49¢
Safeway	10/10/58	Simple Simon	24 oz.	Apple Cherry Boysenberry	45¢ 47¢
Valley Discount	10/16/58	Utah	-	Ass't Flavors	35¢

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Albertsons	10/16/58	Pet-Ritz	24 oz.	Pumpkin	45¢	
Success Mkts.	10/16/58	Pet-Ritz	8 inch	Pumpkin	49¢	
Safeway	10/16/58	Utah	fam. size	Apple Cherry Peach	3/1.00	Lico (illegible)
A/P Stores	10/24/58	Frigid Dough	fam. size	Apple Boysenberry Cherry	3/1.00	
Grand Central	10/24/58	Pictsweet	-	Cherry Boysenberry	29¢	
Cannery Sales	10/24/58	Simple Simon	-	Apple Cherry Boysenberry	45¢	Lico
Foodtown	10/24/58	Frigid Dough	fam. size	Apple Cherry	3/1.00	
A/P Stores	10/31/58	Utah	fam. size	Pumpkin	3/1.00	
[illegible]	10/31/58	Simple Simon	-	Apple Cherry Boysenberry	45¢	Lico
Cannery Sales	10/31/58	Stokleys	lg. size	Apple Peach Cherry	35¢	
Foodtown	10/31/58	Utah	fam. size	Pumpkin	3/1.00	
Safeway	11/7/58	Utah	lg. fam. size	Apple Cherry Boysenberry	39¢	Lico
Albertsons	11/7/58	Pet-Ritz	-	Apple Cherry Boysenberry	45¢	Lico
Cannery Sales	11/7/58	Stokelys	lg. size	Apple Peach Cherry	35¢	
Buy-Rite	11/7/58	Mary Elizabeth	26 oz.	Apple Cherry Berry Minee Pumpkin	49¢	Lico
Grand Central	11/7/58	Libbys	lg. size	Apple Boysenberry	35¢	
Lico	11/14/58	Pet-Ritz	-	Apple Cherry Boysenberry	49¢	
A/P Stores	11/14/58	Frigid Dough	lg. size	Apple Cherry Boysenberry	3/1.00	
Foodtown	11/14/58	Utah	24 oz.	Pumpkin	3/1.00	
Cannery Sales	11/14/58	Stokleys	lg. size	Apple Cherry Peach	3/1.00	
Grand Central	11/14/58	Pictsweet	large	Cherry Blueberry	39¢	

[illegible]	11/21/58	Simple Simon	24 oz.	Apple Cherry Boysenberry	49¢	[illegible]
Safeway	11/21/58	Utah	fam. size	Pumpkin	2/1.00	
Food Central	11/21/58	Pittsweet Libbys	lg. size	Cherry Blueberry Apple Boysenberry	35¢ 35¢	
[illegible]	11/21/58	Mary Elizabeths	-	Mince Pumpkin Apple	49¢	
Cannery Sales	11/21/58	-	lg. size	Pumpkin	39¢	
Safeway	11/24/58	Utah	fam/size	Pumpkin	2/1.00	
A/S Stores	11/25/58	Utah	24 oz.	Pumpkin	2/1.00	
[illegible]	11/25/58	Simple Simon	-	Mince	49¢	45
			-	Apple Pumpkin	49¢	45
Cannery Sales	11/21/58	-	-	Pumpkin Apple	39¢	
Foodtown	11/26/58	Utah	24 oz.	Mince	39¢	44
Cannery Sales	12/1/58	Stokelys	lg. size	Apple Cherry Peach	39¢	
[illegible]	12/5/58	Mary Elizabeth	-	Apple Cherry Berry Mince Pumpkin	49¢	46
Albertsons	12/12/58	Pet-Ritz	24 oz.	Pumpkin	39¢	
Cannery Sales	12/10/58	Stokelys	lg. size	Apple Peach Cherry	35¢	
A/S Stores	12/10/58	Utah	24 oz.	Pumpkin	2/1.00	44
Valley Discount	12/10/58	Simple Simon	-	Apple Cherry Boysenberry	47¢	47
[illegible]	12/10/58	Pet-Ritz	24 oz.	Apple Cherry Pumpkin Mince	49¢	45
Cannery Sales	12/10/58	Stokelys	lg. size	Apple Peach Cherry	2/1.00	
[illegible]	12/10/58	Mary Elizabeth	-	Pumpkin Mince Apple	49¢	
Foodtown	12/10/58	Utah	24 oz.	Mince	39¢	47
Albertsons	12/10/58	Pet-Ritz	lg. size	Apple Mince Cherry	49¢	47

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[illegible]way	12/22/58	Utah	24 cts.	Apple Cherry Boysenberry	35¢
[illegible]-Like	12/30/58	Mary Elizabeth	-	Pumpkin Mince Apple	43¢
[illegible]	12/30/58	Simple Simon	-	Mince Pumpkin Apple	43¢

IN UNITED STATES DISTRICT COURT
DEFENDANT'S EXHIBIT M-56

PET MILK COMPAN

159 W. First, S — DA 2-0414
4312 W. 3630, S — CY 8-5874

ATTENTION Don Anderson

DESERET NEWS
1959-1960-1961
(THURSDAYS)

ABBREVIATIONS =

Ap — Apple
Ch — Cherry
Pe — Peach
Boy — Boysenberry
Be — Berry
Pin — Pineapple
Lem — Lemon
Pum — Pumpkin
Min — Mince
Cus — Custard

Apr — Apricot
BB — Blueberry

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[fol. 5428]

PET MILK COMPANY

1959 - 1960 - 1961 —

NAME & STORE	DATE OF AD	SIZE	FLAVORS	BRAND	PRICE
GRAND CENTRAL	1-1-59	LARGE	Ch-Apr-Bery-BB	PICTSW, LIBBY	0.29
SAFEWAY	1-1-59	LARGE 24 OZ.	Ch-Apr-Bery	UTAH	0.39
~~ALBERTSON'S~~	~~1-8-59~~	~~LARGE~~	~~Apr~~	~~MORTON~~	~~0.29~~
ALBERTSON	1-15-59	FAMILY	Apr	SIMPLE SIMON	2/0.49
SAFEWAY	1-22-59	LARGE 24 OZ	Ch-Apr	SIMPLE SIMON	0.49
CANNERY SALES	1-22-59	LARGE	Ch-Apr-Pe	STOKELY'S	3/1.00
~~FOOD TOWN~~	~~1-22-59~~	~~LARGE~~	~~Fruit~~	~~FOOD TOWN BRAND~~	~~0.29~~
GRAND CENTRAL	1-22-59	LARGE	Apr	LIBBY	3/1.00
GRAND CENTRAL	2-5-59	—	Ch-BB	PICTSWEET	0.29
SAFEWAY	2-5-59	24 OZ.	Ch-Apr-Bery	SIMPLE SIMON	0.49
SAFEWAY	2-12-59	LARGE	(Fruit)	UTAH	0.39
AG	2-19-59	24 OZ	Ch	MORTON	3/1.00
GRAND CENTRAL	2-19-59	—	Ch	PET-RITZ	0.39
CANNERY SALES	2-19-59	LARGE	(Fruit)	STOKELY	0.33
SAFEWAY	2-26-59	LARGE	Ch-Apr-Bery-Pe	BEL-AIR	0.39
SAFEWAY	3-5-59	LARGE FAMILY	Ch-apr-Pe-Bery	BEL-AIR	0.39
REAM	3-5-59	"	Ch-apr	UTAH	0.37
GRAND CENTRAL	3-5-59	FAMILY	Ch-apr-Bery-Pin-Pe	LIBBY	0.39
CANNERY SALES	3-5-59	LARGE	Apr-Pe-Ch	STOKELY	0.33
ALBERTSON	3-12-59	LARGE FAMILY	Ch-Apr-Bery	UTAH	0.39
BUY-RYTE	3-19-59	9"	(Fruit)	MARY ELIZABETH	0.49
GRAND CENTRAL	3-19-59	"	Ch-Apr-Bery-Pe-Pin	LIBBY	0.39
CANNERY SALES	3-19-59	"	(Fruit)	STOKELY	0.33
ALBERTSON	3-26-59	"	Apr	PET-RITZ	0.39

PLEASE USE SEPARATE SHEET FOR EACH STORE.
PLEASE SEE THAT COMPANY REQUIREMENTS WILL
THIS CONTRACTUALLY ARE OBSERVED IN ALL DETAILS CONCERNING A DISPLAY
OR DISPLAY CONDITIONS.

PAGE (13)

PET MILK COMPANY

ATTENTION

NAME OF STORE	DATE OF AD	SIZE	FLAVORS	BRAND	PRICE
GRAND CENTRAL	3-26-59	LARGE	Apr-Ch-Pe-Pin-Bery	LIBBY	0.38
CANNERY SALES	3-26-59	LARGE	(Fruit)	STOKELY	0.33
IGA	4-2-59	-	Ch	PET-RITZ	0.45
GRAND CENTRAL	4-2-59		Apr-Ch-Pe-Pin-Bery	LIBBY	0.38
CANNERY SALES	4-2-59	LARGE	(Fruit)	STOKELY	3/0.99
AG	4-2-59	24 oz	Apr	CHET	0.39
RYTE	4-9-59	-	(Fruit)	MARY CLEMENT	0.49
SAFEWAY	4-16-59	24 oz	Apr-Ch-Pe-Bery	BEL-AIR	0.39
FOOD TOWN	4-23-59	24 oz	Apr	MORTON	3/1.00
AG	4-23-59	24 oz	Apr	MORTON	3/1.00
PENNY	5-7-59	LARGE	Apr-Ch-Bery	UTAH	0.34 REG 0.34 Special
ERTSON	5-7-59	-	Apr	PET-RITZ	0.39
EHAM	5-7-59	-	Apr-Ch	PET-RITZ	0.39
ERTSON	5-14-59	-	(Fruit)	UTAH	0.36
IGA	5-14-59	-	Apr	UTAH	0.39
AG	5-27-59	24 oz	Apr	CHET	0.39
GA	6-4-59	-	Apr-Ch	PET-RITZ	0.45
CANNERY SALES	6-4-59	LARGE	-	UTAH	0.35 REG 0.31 Special
RYTE	6-4-59	24" 26 oz	Apr-Ch-Pe	MARY CLEMENT	0.39
FOOD TOWN	6-4-59	24 oz	Apr-Ch-Bery	UTAH	0.39
GRAND CENTRAL	6-18-59	LARGE	Apr-Ch-Bery-Pin	LIBBY	0.38
E	6-18-59	24 oz	Apr-Ch-Bery	CHET	0.39
PENNY	6-25-59	24 oz	Apr	BEL-AIR	0.43
ERTSON	7-9-59	-	Apr	PET-RITZ	0.39

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[fol. 5430]

PLEASE USE SEPARATE SHEET FOR EACH ORDER.
PLEASE USE THIS ORDER EXCLUSIVELY FOR THIS
YOUR CONFIRMATION AND ACKNOWLEDGEMENT WILL
BE GREATLY APPRECIATED.

TERMS

FOR DEL.

PET MILK COMPANY

SIGN HERE

SUBJECT

ATTENTION

NAME OF STORE	DATE OF AD	SIZE	FLAVORS	BRAND	PRICE
GRAND CENTRAL	7-16-59	2	Ch-Berry	PICTSWEET	3/1.00
SAFEWAY	7-30-59	24 oz	Apr-ch-Pe	BEL-AIR	3/1.00
IGA	7-30-59	-	Apr-ch	PET-RITZ	0.43
GRAND CENTRAL	8-6-59	-	Ch-Berry	PICTSWEET	3/1.00
ALBERTSON	8-6-59	-	"FROZEN PIES" } MAY BE ADD PROM	SIMPLE SIMON	0.53
BUY RYTE	8-13-59	-	Apr-Ch-Be	MARY ELIZABETH	0.49
AG	8-20-59	24 oz	Apr	UTAH	3/1.00
CANNERY SALES	8-20-59	-	(Fruit)	UTAH	0.39
FOOD TOWN	8-20-59	24 oz	Apr	UTAH	3/1.00
BUY RYTE	8-20-59	24 oz	Apr-ch-Be	FROST-N-FLAME	0.39
ALBERTSON	8-27-59	-	Apr	UTAH	3/0.99
IGA	8-27-59	-	Apr-ch-Pe	SIMPLE SIMON	0.49
BUY RYTE	8-27-59	24 oz	Apr	FROST-N-FLAME	3/1.00
BUY RYTE	9-10-59	24 oz	Apr-ch-Be	FROST-N-FLAME	0.39
IGA	9-17-59	-	Apr	UTAH	3/1.00
SAFEWAY	9-24-59	24 oz	Apr-ch-Pe	BEL-AIR	0.35
FOOD TOWN	9-24-59	24 oz	Apr-Plum	UTAH	3/1.00
ALBERTSON	9-24-59	8 & 24 oz	Plum	PET-RITZ	0.49
IGA	9-24-59	-	Plum-Nip	SIMPLE-SIMON	0.49
FOOD TOWN	10-1-59	24 oz	Apr-ch-Pe	PET-RITZ	0.39
ALBERTSON	10-1-59	-	Apr-ch-Pe	PET-RITZ	0.39
AG	10-1-59	24 oz	Plum	UTAH	3/1.00
SAFEWAY	10-1-59	24 oz	Apr-ch-Pe	BEL-AIR	0.35
FOOD TOWN	10-8-59	-	Apr-Plum	UTAH	3/1.00

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PET MILK COMPANY

STORE	DATE	SIZE	FLAVORS	BRAND	PRICE
BUY RYTE	10-8-59	—	Aga-Ch-Be	FROST-N-FLAME	0.39
ALBERTSON	10-22-59	INDIVIDUAL	Boy	BIRDSEYE	0.10
ALBERTSON	10-22-59	(3) INDIVIDUAL	Aga-Ch-Prun	SWANSON	2/0.27
AG	10-22-59	24 oz	Aga-Prun	UTAH	3/1.00
ALBERTSON	10-29-59	24 oz	Aga-Prun	UTAH	3/0.99
GRAND CENTRAL	10-29-59	—	Aga-Ch-Pe-Prun-Boy-Mix	LIBBY	0.38
GRAND CENTRAL	10-29-59	—	Aga-Ch-Pe	PET-RITZ	0.38
FOOD TOWN	10-29-59	—	Aga-Prun	UTAH	3/1.00
CANNERY SALES	10-29-59	—	(1)	PET-RITZ	0.39
ALBERTSON	11-5-59	24 oz	Aga-Ch-Boy	BLUE STAR	3/1.00
GRAND CENTRAL	11-5-59	LARGE	Aga-Ch-Pe-Boy-Prun-Mix	LIBBY	0.38
AG	11-12-59	26 oz	Aga-Mix-Prun	MARY ELIZABETH	3/1.00
IGA	11-12-59	—	Aga-Prun	UTAH	3/1.00
ALBERTSON	11-19-59	—	Aga-Prun	UTAH	0.33
SAFEWAY	11-19-59	LARGE FAMILY	Prun	UTAH	3/1.00
SAFEWAY	11-19-59	LARGE	Mix	UTAH	0.37
BUY RYTE	11-19-59	LARGE	Prun-Mix	MARY ELIZABETH	0.33
FOOD TOWN	11-19-59	26 oz	Aga-Prun-Mix	MARY ELIZABETH	3/1.00
CANNERY SALES	12-3-59	24 oz	Prun	SIMPLE SIMON	0.49
CANNERY SALES	12-3-59	—	(1)	UTAH	0.39
SAFEWAY	12-10-59	24 oz	Mix	UTAH	0.37
CANNERY SALES	12-10-59	24 oz	—	SIMPLE SIMON	0.39
GRAND CENTRAL	12-10-59	LARGE	Aga-Ch-Boy-Pe-Prun-Mix	LIBBY	0.38
AG	12-17-59	26 oz	Aga-Prun-Mix	MARY ELIZABETH	3/1.00

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[redacted] (16)

PET MILK COMPANY

[redacted]

ATTENTION

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
BUY RYTE	12-17-59	26 oz	Apr-Plum-Mix	MARY ELIZ.	3/1.00
FOOD TOWN	12-17-59	26 oz	Plum-Mix	MARY ELIZ.	3/1.00
FOOD TOWN	1-7-60	26 oz	Apr-Berry	MARY ELIZ.	3/1.00
OP SKAGGS	1-7-60	—	Apr-Berry	—	3/1.00
AG	1-7-60	26 oz	Apr-Berry	MARY ELIZ.	3/1.00
GRAND CENTRAL	1-7-60	LARGE	"ALL VARIETIES"	LIBBY	0.37
BUY RYTE	1-14-60	26 oz	Apr	MARY ELIZ	3/1.00
ALBERTSON	1-21-60	24 oz	Ch-Berry	UTAH	3/1.00
SAFEWAY	1-21-60	24 oz	Apr-Berry-Ch-Pe	BEL-AIR	3/1.00
IGA	1-21-60	—	Apr-Ch-Berry	UTAH	3/1.00
FOOD TOWN	1-21-60	26 oz	Apr-Berry	MARY ELIZ	3/1.00
OP SKAGGS	1-27-60	—	Apr-Ch-Berry	—	3/1.00
BUY RYTE	1-27-60	—	Apr-Ch-Berry	UTAH	3/1.00
GRAND CENTRAL	2-4-60	LARGE	"ALL VARIETIES"	LIBBY	0.37
BUY RYTE	2-11-60	SMALL	Apr-Ch-Pe	SWANSON	6/0.71
IGA	2-11-60	—	Apr-Ch-Pe	SIMPLE SIMON	0.39
SAFEWAY	2-18-60	24 oz	Ch	BEL-AIR	3/1.00
FOOD TOWN	2-18-60	26 oz	Ch	MARY ELIZ	3/1.00
AG	2-18-60	26 oz	(FRUIT)	MARY ELIZ	3/1.00
GOODFELLOW	2-18-60	—	Ch	—	3/1.00
GRAND CENTRAL	2-18-60	—	Apr-Ch	PET-RITZ	0.33
BUY RYTE	2-18-60	—	Apr-Ch-Berry	UTAH	2/[illegible]
AG	2-25-60	24 oz	Apr-Ch-Pe	SIMPLE SIMON	3/1.00

PET MILK COMPANY

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SUBJECT:

ATTENTION

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
CANNERY SALES	3-3-60	—	Apr-Ch-Pe	SIMPLE SIMON	0.31
IGA	3-3-60	—	Apr-Ch-Pe	SIMPLE SIMON	3/0.95
BUY RYTE	3-3-60	—	Apr-Ch	SIMPLE SIMON	3/0.98
OP SKAGGS	3-3-60	LARGE FAMILY	Apr-Ch-Bery	UTAH	3/1.00
CANNERY SALES	3-10-60	—	Apr-Ch-Bery	BLUE STAR	0.29
SAFEWAY	3-10-60	24 oz	Apr-Ch-Bery	UTAH	3/1.00
ALBERTSON	3-10-60	24 oz	Apr-Ch-Pe	SIMPLE SIMON	3/0.95
GRAND CENTRAL	3-17-60	—	FRUIT	LIBBY	0.37
FOOD TOWN	3-17-60	24 oz	Apr-Ch-Bery	FROST-N-FLAME	3/1.00
AG	3-24-60	24 oz.	Apr-Ch-Bery	FROST-N-FLAME	3/1.00
GRAND CENTRAL	3-24-60	—	FRUIT	LIBBY	0.37
FOOD TOWN	3-31-60	24 oz	Apr-Ch-Pe	PET-RITZ	0.37
GRAND CENTRAL	3-31-60	—	"ALL VARIETIES"	LIBBY	0.29
ALBERTSON	4-7-60	24 oz	Apr-Ch-Pe	SIMPLE SIMON	3/1.00
AG	4-7-60	24 oz	Apr-Ch-Bery	FROST-N-FLAME	3/1.00
IGA	4-7-60	—	Apr-Ch-Bery	UTAH	3/1.00
SAFEWAY	4-7-60	24 oz	Apr-Ch-Pe-Lem	SIMPLE SIMON	3/0.95
BUY RYTE	4-7-60	—	Apr-Ch-Bery	UTAH	2/0.69
OP SKAGGS	4-21-60	—	FRUIT	UTAH	3/1.00
IGA	4-28-60	—	Apr-Ch-Pe	SIMPLE SIMON	3/1.00
FOOD TOWN	5-5-60	—	Apr-Ch-Bery	FROST-N-FLAME	3/1.00
AG	5-5-60	24 oz	Apr-Ch-Bery	FROST-N-FLAME	3/1.00
SAFEWAY	5-12-60	LARGE FAMILY	Apr	BEL-AIR	3/1.00
IGA	5-19-60	—	Apr-Ch-Bery	UTAH	3/1.00

PLEASE USE SEPARATE SHEET FOR EACH CHANGE.
PLEASE USE THIS COMPANY ORDER WHENEVER SALE.
THESE RECOMMENDATIONS ARE SUBJECT TO ALL APPROPRIATE REGULATIONS & DECISIONS.
OF WILLIAMS CORPORATION.

TOWN GROUP FOR D
DATE

PET MILK COMPANY

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SUBJECT:

ATTENTION

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
CANNERY SALES	5-19-60	—	Ap	MORTON	0.29
ALBERTSON	5-26-60	—	Ap-Ch-Pe-Lem	SIMPLE SIMON	3/0.95
SAFEWAY	6-2-60	LARGE FAMILY	Ap	BEL-AIR	3/1.00
IGA	6-9-60	—	Ap-Ch-Boy	UTAH	3/1.00
CANNERY SALES	6-9-60	—	Ap-Ch-Lem	SIMPLE SIMON	3/1.00
OP, SKAGGS	6-16-60	LARGE FAMILY	FRUIT	—	3/1.00
BUY RYTE	6-16-60	5 oz	Ap-Ch-Pe	SWANSON	0.33
ALBERTSON	6-23-60	24 oz	Ap-Ch-Boy	UTAH	3/1.00
SAFEWAY	6-23-60	LARGE FAMILY	Ap-Ch-Boy	UTAH	3/1.00
FOOD TOWN	6-23-60	24 oz	Ap-Ch-Boy	FROST-N-FLAME	3/1.00
GRAND CENTRAL	6-23-60	8"	Ap-Ch-Lem	SIMPLE SIMON	3/1.00
GRAND CENTRAL	6-30-60	8"	Ap-Ch-Boy-Pe-Pin	LIBBY	3/0.85
SAFEWAY	7-7-60	LARGE	Ap-Ch	BEL AIR	3/1.00
AG	7-7-60	24 oz	Ap-Ch-Boy	FROST-N-FLAME	3/1.00
GRAND CENTRAL	7-14-60	—	FRUIT	LIBBY	3/0.85
OP SKAGGS	7-21-60	FAMILY	FRUIT	—	3/1.00
IGA	7-21-60	—	Ap-Ch-Boy	UTAH	3/1.00
AG	7-28-60	24 oz	Ap-Ch-Boy	FROST-N-FLAME	3/1.00
SAFEWAY	8-4-60	24 oz	Ap	BEL-AIR	3/1.00
OP SKAGGS	8-4-60	FAMILY	"FROZEN PIES"	UTAH	3/1.00
GRAND CENTRAL	8-11-60	-	FRUIT	LIBBY	3/0.85
ALBERTSON	8-18-60	24 oz	Ch-Pe-Boy-Lem	SIMPLE SIMON	0.33
FOOD TOWN	8-25-60	24 oz	Ap-Ch-Boy	FROST-N-FLAME	3/1.00
ALBERTSON	8-25-60	20 oz	Ap-Ch-Boy-Pe	SWISS MISS	3/0.89

[fol. 5435]

5547

PET MILK COMPANY

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
SAFEWAY	8-25-60	24 oz	Ap	UTAH	3/1.00
AG	8-25-60	FAMILY	Ap-Ch-Boy	FROST-N-FLAKE	3/1.00
ALBERTSON	9-1-60	20 oz	Ap-Boy-Pe	SWISS MISS	3/0.89
OP SKAGGS	9-1-60	FAMILY	FRUIT	—	3/0.95
IGA	9-1-60	—	Ap-Ch-Boy	BLUE STAR	3/1.00
GRND CENTRAL	9-8-60	8"	FRUIT	LIBBY	3/0.93
ALBERTSON	9-8-60	24 oz	Ap-Ch-Pe	UTAH	3/1.00
SAFEWAY	9-15-60	24 oz	Ap	BEL-AIR	3/1.00
ALBERTSON	9-15-60	20 oz	Ap-Ch-Boy-Pe-	SWISS MISS	3/1.89 [COST OF SHIPMENT ONLY 2.40]
GRAND CENTRAL	9-15-60	LARGE	FRUIT	LIBBY	3/0.93
OP SKAGGS	9-22-60	FAMILY	Ap-Ch-Be-Prun-Min	UTAH	3/1.00
FOODTOWN	9-22-60	LARGE FAMILY	Ap-Prun	FROST-N-FLAKE	0.29
AG	9-22-60	24 oz	Ap-Prun	FROST-N-FLAKE	0.29
GRND CENTRAL	9-22-60	24 oz	Ch-Pe	PICTSWEET	0.27
IGA	9-22-60	—	Ap	BLUE STAR	3/0.89
ODFELLOWS	9-22-60	—	Prun	FROST-N-FLAKE	3/0.85
BUY RYTE	9-29-60	—	ALL VARIETIES	UTAH	3/1.00
SAFEWAY	9-29-60	24oz	Ap	BEL-AIR	3/1.00
SAFEWAY	9-29-60	20 oz	Ap-Ch-Boy-Pe	SWISS MISS	3/0.89
SAFEWAY	10-6-60	20 oz	Ap-Ch-Boy-Pe	SWISS MISS	3/0.89
SAFEWAY	10-6-60	24oz	Ap	BEL-AIR	3/1.00
FOODTOWN	10-13-60	24oz	Ap-Prun	FROST-N-FLAKE	0.29
GOODFELLOW	10-13-60	—	Ap-Prun	—	3/0.85
BUY RYTE	10-13-60	—	Ap-Ch-Prun-Min	UTAH	3/1.00

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[fol. 5436]

PET MILK COMPANY

TOWN STATE DATE

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SUBJECT:

ATTENTION

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
IGA	10-13-60	-	Ap-Ch-Pe	BLUE STAR	3/0.89
ALBERTSON	10-15-60	24 oz	Ap-Ch-Pe-Bery-Plum-Min	UTAH	3/1.00
OP SKAGGS	10-13-60	FAMILY	FRUIT	UTAH	3/1.00
GRAND CENTRAL	10-13-60	24 oz	Ch-Pe	PICTSWEET	0.27
ALBERTSON	10-20-60	20 oz	Ap-ch-Bery-Pe	SWISS MISS	3/0.89
BUY RYTE	10-26-60	-	ap-Ch-Bery-Plum-Min	UTAH	3/1.00
SAFEWAY	10-27-60	24 oz	Plum-Min	UTAH	3/1.00
OP SKAGGS	10-27-60	FAMILY	FRUIT, Plum-Min	UTAH	3/1.00
ALBERTSON	10-27-60	24 oz	Ap-Ch-Bery-Plum-Min	UTAH	3/1.00
AG	10-27-60	24 oz	Ap-Ch-Pe-Bery-Plum	FROST-N-FLAME	3/1.00
GRAND CENTRAL	10-27-60	LARGE	FRUIT	LIBBY	3/0.93
GRAND CENTRAL	11-3-60	24 oz	Ch-Pe	PICTSWEET	0.27
IGA	11-3-60	-	Plum	BLUE STAR	2/0.65
FOOD TOWN	11-3-60	24 oz	Ap-Ch-Bery-Pe-Plum-Min	FROST-N-FLAME	3/1.00
GOODFELLOW	11-3-60	-	- } MAY NOT BE FRUIT	FROST-N-FLAME	0.29
FOOD TOWN	11-17-60	24 oz	Ap-Plum-Min	FROST-N-FLAME	3/1.00
GRAND AMERICAN	11-17-60	24 oz	Plum-Min	UTAH	3/1.00
BARGAIN FAIR	11-17-60	-	Plum	UTAH	0.35
AG	11-17-60	24 oz	Ap-Plum-Min	FROST-N-FLAME	3/1.00
BUY RYTE	11-17-60	-	} MAY NOT BE FRUIT	UTAH	3/1.00
SAFEWAY	11-17-60	24 oz	Plum-Min	BEL-AIR	3/1.00
GRAND CENTRAL	11-17-60	24 oz	Plum-Min	UTAH	3/1.00
SAFEWAY	12-1-60	24 oz	Plum-Min	BEL-AIR	3/1.00
SAFEWAY	12-8-60	24 oz	Plum	BEL-AIR	3/1.00

PET MILK COMPANY

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SUBJECT

ATTENTION

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
SAFEWAY	12-15-60	24 oz	Pum-Min.	BEL-AIR	3/1.00
AND CENTRAL	12-15-60	24 oz	Pe	PICTSWEET	4/1.00
OP STAGES	12-15-60	FAMILY	FRUIT	UTAH.	3/1.00
AG	12-15-60	—	Asp-Ch-Pum-Min	SIMPLE SIMON	3/1.00
AND AMERICAN	12-22-60	—	Pum-Min	UTAH	3/1.00
SAFEWAY	12-22-60	24 oz	Pum-Min	BEL-AIR	3/1.00
BUY RYTE	12-22-60	—	Pum-Min	UTAH	3/1.00
AG	12-22-60	24 oz	Asp-Pum-Min	FROST-N-FLAKE	3/1.00
P STAGES	12-22-60	—	Asp-Min-Pum-FRUIT	—	3/1.00
IGA	12-22-60	—	Min	UTAH	3/1.00
CANNERY SALES	12-22-60	—	(1) MAY NOT BE FRUIT	UTAH	0.33
OOD TOWN	12-22-60	—	Asp-Pum-Min	FROST-N-FLAKE	3/1.00
AND CENTRAL	12-22-60	—	Pum-Min	UTAH	3/1.00
UY RYTE	12-29-60	—	Pum-Min	UTAH	3/1.00
AG	12-29-60	24 oz	Min	FROST-N-FLAKE	0.29
ND AMERICAN	1-5-61	24 oz	FRUIT	PICTSWEET	4/1.00
BERTSON	1-5-61	22 oz	Asp-Ch-Pe-Boy	UTAH	3/1.00
AFEWAY	1-5-61	24 oz	Asp	BEL-AIR	3/1.00
AND CENTRAL	1-5-61	24 oz	FRUIT	PICTSWEET	4/1.00
IGA	1-12-61	—	Asp-Ch-Boy	UTAH	3/1.00
STAGES	1-12-61	FAMILY	FRUIT	—	3/1.00
BERTSON	1-12-61	20 oz	Asp-Ch-Pe-Boy	SWISS MISS	0.29
F	1-19-61	24 oz	Min	FROST-N-FLAKE	0.29

5550
[fol. 5438]

PET MILK COMPANY

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
GRAND AMERICAN	1-19-61	24 oz	Ch-Pe	BIRDSEYE	4/1.00
IGA	1-19-61	—	Ap-Ch-Pe	BLUE STAR	3/1.00
GRAND CENTRAL	1-19-61	24 oz	Ch-Pe	BIRDSEYE	4/1.00
GRAND CENTRAL	1-26-61	24 oz	Ap-Ch-Pe-Berry	UTAH	3/1.00
GRAND AMERICAN	1-26-61	24 oz	Ap-Ch-Pe-Berry	UTAH	3/1.00
CANNERY SALES	2-2-61	—	Ap-Ch-Pe-Lem-Lime	SIMPLE SIMON	3/1.00
OP SKAGGS	2-2-61	FAMILY	FRUIT	—	3/1.00
FOOD TOWN	2-9-61	24 oz	Ap	FROST-N-FLAME	0.29
SAFEWAY	2-9-61	24 oz	Ap-Ch	BEL-AIR	3/1.00
ALBERTSON	2-9-61	24 oz	FRUIT (ASSORTED)	SIMPLE SIMON	0.32
AG	2-9-61	24 oz	Ap	FROST-N-FLAME	0.29
SAFEWAY	2-16-61	24 oz	Ch	BEL-AIR	3/1.00
AG	2-16-61	24 oz	Ch	FROST-N-FLAME	3/1.00
GRAND AMERICAN	2-16-61	24 oz	Ap-Ch-Pe-Berry	UTAH	3/1.00
ALBERTSON	2-16-61	8"	Ap-Ch-Pe-Berry	SWISS MISS	3/1.00
GRAND CENTRAL	2-16-61	24 oz	Ap-Ch-Pe-Berry	UTAH	3/1.00
GOODFELLOW	2-16-61	—	Ch	—	3/0.89
IGA	2-23-61	—	Ap-Ch-Berry	BLUE STAR	3/1.00
BUY RYTE	2-23-61	—	Ap-Ch-Berry	BLUE STAR	3/1.00
SAFEWAY	2-23-61	LARGE FAMILY	Ap-Ch	UTAH	3/1.00
SAFEWAY	3-9-61	FAMILY	Ap-Ch-Berry	SWISS MISS	3/0.99
GRAND CENTRAL	3-9-61	—	FRUIT	UTAH	3/1.00
IGA	3-9-61	—	Ap-Ch-Pe	UTAH	3/0.97
CANNERY SALES	3-9-61	—	Ap-Ch-Pe-Be	FROZ FRUIT	4/1.00

PET MILK COMPANY

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SUBJECT

ATTENTION

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
ALBERTSON	3-16-61	24 oz	Ap-Ch-Pe	SIMILE SIMON	3/1.00
OP SKAGGS	3-16-61	FAMILY	FRUIT	UTAH	3/1.00
CANNERY SALES	3-16-61	-	ap-ch-Pe-Be	FRIGID DOUGH	0.27
SAFEWAY	3-23-61	LARGE FAMILY	ASSORTED	SWISS MISS	3/0.93
CANNERY SALES	3-23-61	-	Ap-Ch-Pe-Be	FRIGID DOUGH	0.27
FOOD TOWN	3-30-61	24 oz	Ap-Ch	FROST-N-FLAME	0.29
IGA- BUY RYTE	3-30-61	-	Ap-Ch-Pe-Boy	BLUE STAR	3/1.00
CANNERY SALES	3-30-61	-	Ap-Ch-Pe-Be	FRIGID DOUGH	0.29
ODDFELLOW	3-30-61	-	Ap	FROST-N-FLAME	3/0.89
SAFEWAY	4-6-61	24 oz	Ap	UTAH	2/0.65
ANNERY SALES	4-6-61	-	Ap-Ch-Pe-Be	-	3/1.00
OP SKAGGS	4-6-61	LARGE FAMILY	FRUIT	-	3/1.00
ALBERTSON	4-13-61	20 oz	Ap-Ch-Pe-Boy	SWISS MISS	3/0.93
IGA	4-13-61	-	Ap-Ch-Pe-Boy	BLUE STAR	3/1.00
CANNERY SALES	4-13-61	-	Ap-Ch-Pe-Be	FRIGID DOUGH	0.29
AG	4-13-61	LARGE FAMILY	Ap-Ch-Boy	FROST-N-FLAME	3/1.00
GA-BUY RYTE	4-13-61	-	Ap-ch-Boy	BLUE STAR	3/1.00
CENTRAL AMERICAN	4-13-61	24 oz	FRUIT	UTAH	3/1.00
OP SKAGGS	4-27-61	FAMILY	FRUIT	UTAH	3/1.00
AFEWAY	4-27-61	24 oz	Ap	BEL-AIR	3/1.00
NERY SALES	4-27-61	-	Ap	FRIGID DOUGH	0.23
-BUY RYTE	4-27-61	-	Ap-ch-Pe-Boy	BLUE STAR	3/1.00
FELLOW	5-4-61	-	[redacted]	-	3/0.89
BERTSON	5-4-61	24 oz	Ap-Pe-Boy	UTAH	3/1.00

PET MILK COMPANY

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SUBJECT

ATTENTION

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
FOOD TOWN	5-4-61	24 oz	Ap-Ch-Pe-Boy	FROST-N-FLAME	3/1.00
SAFEWAY	5-11-61	24 oz	Ap-Ch	BEL-AIR	3/1.00
CANNERY SALES	5-11-61	—	Ap-Ch-Pe-Be	—	0.29
AG	5-18-61	26 oz	Ap-Ch-Boy	JOHNSTON	0.39
CANNERY SALES	5-18-61	—	Ap-Ch-Pe-Be	—	0.29
ALBERTSON	5-25-61	24 oz	Ap-Ch-Be	UTAH	3/1.00
AG	5-25-61	26 oz	Ap-Ch-Boy	JOHNSTON	2/0.79
OP SKAGGS	5-25-61	—	FRUIT	UTAH	3/1.00
IGA	5-25-61	—	Ap-Ch-Boy	BLUE STAR	3/0.99
CANNERY SALES	5-25-61	—	Ap-Ch-Pe-Be	—	0.29
FOOD TOWN	6-1-61	—	Ap-Ch-Pe-Boy	FROST-N-FLAME	3/1.00
✓ SAFEWAY	6-1-61	20 oz	Ap-Ch-Boy	SWISS MISS	0.29
CANNERY SALES	6-1-61	—	Ap-Ch-Be	—	0.29
GRAND CENTRAL AMERICAN	6-1-61	24 oz	FRUIT	UTAH	3/1.00
SAFEWAY	6-8-61	24 oz	Ap	BEL-AIR	3/1.00
CANNERY SALES	6-8-61	—	Ap-Ch-Pe-Be	—	0.29
IGA - BUY RITE	6-8-61	—	Ap-Ch-Pe-Boy	BLUE STAR	3/0.89
VALLEY	6-15-61	—	ASSORTED FRUIT	UTAH	3/1.00
✓ ALBERTSON	6-15-61	24 oz	Ap-Ch-Boy	SWISS MISS	3/0.89
CANNERY SALES	6-15-61	—	Ap-Ch-Pe-Boy	—	0.29
AG	6-22-61	24 oz	Ap-Ch-Pe-Boy	FROST-N-FLAME	3/1.00
✓ SAFEWAY	6-22-61	20 oz	Ap-Ch-Boy	SWISS MISS	0.29
✓ ALBERTSON	6-22-61	24 oz	FRUIT	SIMILE SIMILE	3/0.89
CANNERY SALES	6-22-61	—	Ap-Ch-Pe-Boy	—	0.29

PET MILK COMPANY

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
FOOD TOWN	6-29-61	24oz	Ap	FROST-N-FLAME	4/1.00
VALLEY	6-29-61	—	Ap	UTAH	4/1.00
SAFEWAY	6-29-61	22 oz	Ap - Coconut Custard	MORTON	3/0.79
IGA - BUY RITE	6-29-61	—	Ap - Ch - Pe	BLUE STAR	3/1.00
AG	6-29-61	24 oz	Ap	FROST-N-FLAME	4/1.00
CANNERY SALES	6-29-61	—	Ap - Ch - Boy	—	0.29
GRAND CENTRAL AMERICAN	6-29-61	24 oz	Ap	UTAH	4/1.00
OP SKAGGS	7-6-61	LARGE FAMILY	Ap	—	4/1.00
CANNERY SALES	7-6-61	—	Ap - Ch - Boy	—	0.29
SAFEWAY	7-6-61	24 oz	Ap	BEL-AIR	3/1.00
ALBERTSON	7-13-61	24 oz	Ap	UTAH	4/1.00
CANNERY SALES	7-13-61	—	Ap - Ch - Be	—	0.29
GRAND CENTRAL AMERICAN	7-13-61	24 oz	Ap	UTAH	4/1.00
VALLEY	7-20-61	—	Ap	UTAH	4/1.00
SAFEWAY	7-20-61	22 oz	Ap - Coconut Custard	MORTON	4/1.00
FOOD TOWN	7-20-61	24 oz	Ap	FROST-N-FLAME	4/1.00
AG	7-20-61	24 oz	Ap	FROST-N-FLAME	4/1.00
CANNERY SALES	7-20-61	—	Ap - Ch - Be	—	4/1.00
IGA	7-20-61	—	Ap	UTAH	4/1.00
CANNERY SALES	7-27-61	—	Ap - Ch - Boy	—	4/1.00
GRAND CENTRAL AMERICAN	7-27-61	24 oz	Ap	UTAH	4/1.00
ALBERTSON	8-3-61	24 oz	Ap	UTAH	4/1.00
BUY RYTE	8-3-61	—	Ap - Ch - Boy	BLUE STAR	3/1.00
OP SKAGGS	8-3-61	—	Ap	UTAH	3/0.79

PLEASE USE SEPARATE SHEET FOR EACH BROKER.
PLEASE USE FOR CONTRACT CORRESPONDENCE ONLY.
A TWO SIGNATURE CHECK IS REQUIRED IN ALL SITUATIONS INVOLVING A PURCHASE OR SELLING TRANSACTION.

TOWN _____ STATE _____ DATE _____

PET MILK COMPANY

SIGN HERE _____

SUBJECT _____

ATTENTION _____

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
CANNERY SALES	8-3-61	—	Ap	[redacted] —	4/1.00
SAFEWAY	8-10-61	22 oz	Ap	MORTON	4/1.00
VALLEY	8-10-61	—	ASSORTED FRUIT	UTAH	3/1.00
FOOD TOWN	8-10-61	24 oz	Ap	FROST-N-FLAME	4/1.00
AG	8-10-61	—	Ap	FROST-N-FLAME	4/1.00 C.T
SAFEWAY	8-17-61	22 oz	Ap	MORTON	4/1.00
GRAND CENTRAL AMERICAN	8-17-61	24 oz	FRUIT	UTAH	3/1.00
ALBERTSON	8-24-61	24 oz	Ap-Ch-Pe	UTAH	3/1.00
GRAND CENTRAL AMERICAN	8-24-61	24 oz	Ap-Ch-Boy	MAY FRESH	3/0.95
OP SKAGGS	9-7-61	LARGE FAMILY	Ap	—	3/0.79
ALBERTSON	9-14-61	24 oz	Ap-Ch-Boy	UTAH	3/1.00
OP SKAGGS	9-21-61	FAMILY	Ap-Ch-Boy	—	3/1.00
GRAND CENTRAL AMERICAN	9-21-61	24 oz	FRUIT	UTAH	3/1.00
FOOD TOWN	9-28-61	24 oz	Ap-Ch-Boy-Pear	FROST-N-FLAME	3/1.00
ALBERTSON	9-28-61	20 oz	Ap-Ch-Pe	SWISS MISS	3/1.00
AG	9-28-61	24 oz	Ap-Ch-Boy-Pear	FROST-N-FLAME	3/1.00
IGA	9-28-61	—	Ap-Ch-Pe	BLUE STAR	3/1.00
SAFEWAY	9-28-61	24 oz	Ap	BEL-AIR	3/1.00
GRAND CENTRAL AMERICAN	9-28-61	24 oz	Ch + other FRUIT	MAY FRESH	3/0.95
SAFEWAY	10-5-61	24 oz	Ap	BEL-AIR	3/1.00
OP SKAGGS	10-12-61	—	Ap-Ch-Boy-Pear	—	3/1.00
CANNERY SALES	10-12-61	—	Ap-Ch-Boy	—	4/1.00
FOOD TOWN	10-19-61	24 oz	Ap-Ch-Boy-Pear-Prune	FROST-N-FLAME	3/1.00
IGA	10-19-61	24 oz	Pear	BLUE STAR	3/1.00

[fol. 5443]

PLEASE USE SEPARATE SHEET FOR EACH DIVISION.
PLEASE USE FOR ORDINARY CORRESPONDENCE ONLY.
YOUR CONGRATULATIONS ARE DIRECTED TO ALL EMPLOYEES REGARDING A PERSONAL OR UNUSUAL CONDITION.

FROM _____ DATE _____ 1961

PET MILK COMPANY

SIGN HERE _____ EXTENSION _____

SUBJECT: _____

ATTENTION _____

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
CANNERY SALES	10-19-61	—	Ape-Ch-Berg	—	4/1.00
AG	10-19-61	24 oz	Ape-Ch-Berg-Pum-Mix	FROST-N-FLAME	3/1.00
SAFEWAY	10-26-61	24 oz	Mix	UTAH	3/1.00
SAFEWAY	10-26-61	24 oz	Pum	BEL-AIR	3/1.00
CANNERY SALES	10-26-61	—	Ape-Ch-Berg	—	4/1.00
GRAND CENTRAL AMERICAN	10-26-61	22 oz	Pum	LIBBY	3/0.93
OP SKAGGS	11-2-61	—	Pum-Mix	UTAH	3/1.00
CANNERY SALES	11-2-61	—	Pum-Mix	LIBBY	3/1.00
GRAND CENTRAL AMERICAN	11-2-61	24 oz	FRUIT	MAYFRESH	3/0.95
FAIM	11-9-61	—	Pum-Mix	LIBBY	3/1.00
FOOD TOWN	11-16-61	—	Ape-Berg-Pum-Mix	MARY ELIZABETH	3/1.00
ALBERTSON	11-16-61	—	Pum-Mix	UTAH	3/1.00
SAFEWAY	11-16-61	24 oz	Mix	UTAH	3/1.00
SAFEWAY	11-16-61	24 oz	Pum	BEL-AIR	3/1.00
AG	11-16-61	24 oz	Ape-Berg-Pum-Mix	FROST-N-FLAME	3/1.00
CANNERY SALES	11-16-61	—	Ape-Ch-Berg	—	4/1.00
16A	11-16-61	—	Mix	BLUE STAR	0.39
GRAND CENTRAL AMERICAN	11-16-61	24 oz	Pum-Mix & FRUIT	UTAH	3/1.00
ALBERTSON	12-7-61	8"	Ape	MORTON	3/0.79
16A	12-7-61	—	Ape	UTAH	3/0.85
VALLEY	12-7-61	—	Ape	UTAH	0.29
OP SKAGGS	12-7-61	—	Ape	UTAH	3/0.87
GRAND CENTRAL AMERICAN	12-7-61	24 oz	Ch. & FRUIT	MAYFRESH	3/0.95
AG	12-14-61	24 oz	Ape	FROST-N-FLAME	0.29

5556
[fol. 5444]

PET MILK COMPANY

STORE	DATE	SIZE	FLAVOR	BRAND	PRICE
FOOD TOWN	12-14-61	24 oz	Ap	FROST-N-FLAME	0.29
SAFEWAY	12-14-61	24 oz	Mix	UTAH	0.43
SAFEWAY	12-14-61	24 oz	Pum-Mix	BEL-AIR	0.43
SAFEWAY	12-14-61	LARGE FAMILY	Ap	UTAH SWISS MISS-	3/0.79
SAFEWAY	12-21-61	24 oz	Ap	UTAH	3/0.79
OP SKAGGS	12-21-61	-	Ap-Ch-Boy-Mix	UTAH	3/1.00
FOOD TOWN	12-21-61	24 oz	Ap	MARY ELIZ.	0.29
FOOD TOWN	12-21-61	24 oz	Pum-Mix	MARY ELIZ.	3/1.00
AG	12-21-61	24 oz	Ap	FROST-N-FLAME	0.29
VALLEY	12-21-61	-	Ap-Pum-Mix	UTAH	3/1.00
GRAND CENTRAL AMERICAN	12-21-61	FAMILY	Pum	LIBBY	0.29
GRAND CENTRAL AMERICAN	12-21-61	24 oz	FRUIT	UTAH	3/1.00
AG	12-28-61	24 oz	Pum-Mix	FROST-N-FLAME	0.29
IGA	12-28-61	-	Ap-Ch-Pe-Boy-Pum	BLUE STAR	3/1.00
FOOD TOWN	12-28-61	24 oz	Pum-Mix	MARY ELIZ.	0.29
SAFEWAY	12-28-61	24 oz	Ap	UTAH	3/0.79

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-63

June 1, 1939

Mr. Clarence W. Johnson
Inland Ice Cream Company
1212 Fourth Avenue
Spokane, Washington

Dear Mr. Johnson:

In reply to confirm prices quoted to you during our telephone conversation of May 31, 1939, in regards to our frozen pies.

Pumpkin Pies	$ 3.00 per doz.
Mince Meat Pies	3.00 per doz.
Fruit Pies	3.00 per doz.

The above prices are f.o.b. 2414 Lake City and would be packed in boxes under your "Honey Boy" label.

Yours very truly,

[illegible]

cm'g

[illegible]

5445

[fol. 5446]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-64

March 2, 1949

Associated Frozen Foods
P. O. Box 1447
Salt Lake City 10, Utah

Attention, Mr. Pleas Chapman

Dear Pleas:

We have discussed on several occasions a plan to give your company something in the way of an exclusive frozen pie i. something in the way of a trade name, an attractive package, and a product that your company can get to the buying public before any other company will display this pie and its trade name.

With your approval,

we will package our frozen pies, i. e. Apple, Cherry and Boysenberry, in trade mark for you only.

[illegible]

We will deliver these frozen pies to your order in quantities of 2000 case lots, at a net price to Utah Pie as follows:

Apple Pie	$ 3.00 per doz.
Cherry Pie	3.30 per doz.
Boysenberry Pies	3.15 per doz.

The Pies will be 24 ounces in weight and will be packed six pies to a carton and above prices includes delivery to your storage warehouse.

Yours very truly,

UTAH PIE COMPANY

MM'g

Clyde E. Wight

5446

[fol. 5447]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-65

December 27, 1960

Mr. Leonard J. Hamlin
Safeway Stores, Inc.
P. O. Box 1660
Salt Lake City 10, Utah

Dear Mr. Hamlin:

This letter will confirm our conversation in your office at which time we offered your company.

An additional 3 1/2 cents per case on the following kinds of Utah Frozen Pies

Apple
Cherry
Boysenberry
Peach

We make this special additional allowance to your company to further a promotion campaign for the month of January, 1961.

It is understood that your company will feature the four types of pies listed above through the medium of newspaper advertising and upon receipt of the tear sheet from said newspapers this additional allowance will be paid to Safeway Stores.

Yours very truly,

UTAH PIE COMPANY

GHR'g

Gaylen H. Rigby

5447

[fol. 5448]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-66

M. O. RIGBY
President
HERBERT O. RIGBY
Vice Pres. Secy.

UTAH PIE COMPANY

ESTABLISHED 1934
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

April 24, 1961

Mayfair Stores, Inc.
750 East 21st. South
Salt Lake City, Utah

Gentlemen:

Pursuant to our conversation of recent date, we now confirm understanding between our respective companies relating to special packaging of Utah Pie Company's frozen products under your special brand "Mayfair".

It is understood and agreed that the purchaser, Mayfair Stores, Inc., (Grand Central Markets and American Food Stores) shall OK the quantity of cartons ordered before each order is placed for same. It is further agreed that they will reimburse the Utah Pie Company for all unused, and on order, special boxes, pie cartons and shipping cases bearing the "Mayfair" label, if and when said contract for your supply should be terminated.

It is understood and agreed that the above companies will pay one half the cost of the Engraving Plates made by the Marathon company, this sum to be paid by a charge of five cents per case on each invoice, credit of this amount will be applied by us against the cost of the plates upon receipt of payment of each invoice. It is agreed that the plates will remain in the possession of the Utah Pie Company and they cannot be used by any other company for any purpose unless written consent is given by the Utah Pie Company to this effect, until the remaining ½ of the original cost is paid for by Grand Central. The plates then become the sole property of Grand Central Markets.

Yours very truly,

UTAH PIE COMPANY

M.O. Rigby

Approved-

UTAH PIE COMPANY

By M.O. Rigby

MAYFAIR STORES, INC.

By Tom Pope

5448

In United States District Court

Defendant's Exhibit M-67

September 13, 1951

Mr. Clarence Johnson
Rosauer Grocery Company
1212 East Front Avenue
Spokane 2, Washington

Dear Mr. Johnson:

As the fall months are approaching and from now until the first of the year is the heavy season for frozen pies, we are contacting our trade to determine their needs for this period.

We are asking our customers to give us ten days to prepare the shipments, if you will do this there will be no delay.

We quote you the following prices for this fall-

Mixed Pies	$ 3.40 per doz. f.o.b. Salt Lake
Pumpkin Pies	3.20 per doz. f.o.b. Salt Lake

It has been necessary to give a slight increase this year as all ingredients have cost us more than last year and the wage scale has also increased.

We hope to hear from you this month.

Yours very truly,

MAN PIE COMPANY

GHB:b

Gaylen H. Bigby

5447

[fol. 5450]

In United States District Court

Defendant's Exhibit M-68

March 12, 1962

Mr. E. K. Chamberss'
Mayfair Markets
P. O. Box 2256 Terminal Annex
Los Angeles 54, California

Dear Mr. Chamberss':

In answer to your letter of February 27, 1962, we give you the following quotations on a 22 ounce frozen pie-

Flavor	f.o.b. Salt Lake	Freight rate	f.o.b. Phoenix
Apple	2.95 per dozen	.30	3.25 per dozen
Boysenberry	3.15 per dozen	.30	3.45 per dozen
Cherry	3.20 per dozen	.30	3.50 per dozen
			f.o.b. Los Angeles
Apple	2.95 per dozen	.26	3.21 per dozen
Boysenberry	3.15 per dozen	.26	3.41 per dozen
Cherry	3.20 per dozen	.26	3.46 per dozen
			f.o.b. Portland
Apple	2.95 per dozen	.25	3.20 per dozen
Boysenberry	3.15 per dozen	.25	3.40 per dozen
Cherry	3.20 per dozen	.25	3.45 per dozen

The above prices do not include the ten cents per dozen that we have been instructed to charge on all your private label merchandise.

The freight company is working on a better rate into Phoenix and Los Angeles but they can not give us the new figures for two months, when they do get a better rate we can cut the prices a few cents we hope.

Yours very truly,

UTAH PIE COMPANY

GHH'g

Gaylen H. Higby

5430

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-69

July 4, 1949

Mr. Clarence W. Johnson
Round Up Grocery Company
1212 Trent Avenue
Spokane, Washington

Dear Mr. Johnson:

We are facing an unusual situation with respect to fresh fruit for our plan.

In checking the market for our supply we find that an acute shortage of fresh fruit prevails - the fruit farmer has boosted his price to the jobber and he in turn has increased his price to us.

The present prices are far in advance of the 1939 market, some show an increase as much as 200%, since our house have been increased since our first quotations to you, these are just the major increased costs.

Effective July 5, 1949 we find it necessary to raise the price of our frozen prizes to the following quotations:

Frozen Apple Pies	$ 2.60 per dozen
Frozen Cherry Pies	3.35 per dozen
Frozen Boysenberry Pies	3.30 per dozen

The above price are f.o.b. Salt Lake City, Utah.

Yours very truly,

[illegible]

MM'g

E. O. Eddy

[illegible]

[fol. 5452]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-70

July 1st, 1958

Associated Frozen Foods
P. O. Box 1447
Salt Lake City 10, Utah

Attention: Mr. Stanley R. Chapman

Dear Mr. Chapman:

Referring to Utah Pie Company exclusive arrangement with your company for the supply of "Frost n'Flame" brand frozen pies - we advise that it becomes necessary to change our net price on Boysenberry pies to $2.45 per dozen, effective July 1st, 1958.

This new price is due to increase price on boysenberries charged by the growers.

All other makes of our pies under this brand will remain as previously quoted.

Very sincerely yours,

UTAH PIE COMPANY

MCR'S

M. C. Rigby

In United States District Court

Defendant's Exhibit M-71

April 4, 1960

Mr. Alan W. Young
Whitney Freezefood Company
114 Sansome Street
San Francisco 4, California

Dear Mr. Whitney:

Refering to our telephone conversation of Friday morning, April 1, and to your request for a quotation on our frozen pies to be packed under your private label "Sal Air", we give you the following quotation based on our regular formula:

F.O.B. Salt Lake City
Safeway Warehouse (Utah Ice and Storage)

Apple Pies	$ 3.00 per dozen
Cherry Pies	3.30 per dozen
Boysenberry Pies	3.30 per dozen
Blueberry Pies	4.00 per dozen

F.O.B. Salt Lake City
Utah Pie Company Plant

Apple Pies	$ 2.97 Per dozen
Cherry Pies	3.27 per dozen
Boysenberry Pies	3.27 per dozen
Blueberry Pies	3.77 per dozen

Our quotations on Pumpkin Pies and Mince Meat Pies will be mailed to you when we receive the 1960 quotations on the cost of same.

The above f.o.b. prices include shipping cases, nine to pack 6 pies to the case - together with the individual carton with customary "Sal Air" advertising, design and color.

The inclusion of cost of packaging, etc, in above prices is based on receiving your base cost of these articles in one million, or more, lbs orders.

If contract is entered into on escalator clause would be

Necessary to protect against rise in cost of pie ingredients over and above cost to us at present time.

It will be necessary for us to make a trial run using your formula to arrive at cost to produce your particular pie, we will wait completion of these particular findings.

Our sample shipment of pies will arrive in San Francisco by air express April 5 at 2 o'clock p. m.

Yours very truly,

UTAH PIE COMPANY

CSR'g

Caylen S. Rigby

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-72

September 22, 1949

M-14

Mr. Alan V. Young
Safeway Stores, Inc.
Frozen Foods Department
114 Sansome Street
San Francisco 6, California

Dear Mr. Young:

As you requested during our telephone conversation this week, we are giving you a quotation on our frozen Pumpkin and Mince Pies - the following is based on our regular formula:

F.O.B. Salt Lake City
Safeway Warehouse (Wash Ins & Storage)

Pumpkin Pies	$ 3.23 per dozen
Mince Pies	3.38 per dozen

F.O.B. Salt Lake City
Pioneer Pie Company Plant

Pumpkin Pies	3.20 per dozen
Mince Pies	3.35 per dozen

Our sample shipment of the pumpkin and mince pies left Salt Lake City Wednesday - one case containing two pies of each type.

Yours very truly,

WAR PIE COMPANY

GHH:g

Ogden H. Hoyt

5455

[fol. 5456]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-73

BRYANT G. RIGBY
PRESIDENT
HERBERT G. RIGBY
VICE PRESIDENT

PHONE HUNTER 4-2121

UTAH PIE COMPANY
ESTABLISHED 1934
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

October 11, 1960

M-1

Mr. Alan W. Young
Safeway Stores, Inc.
114 Sansome Street
San Francisco 6, California

Dear Mr. Young:

In the matter of brokerage shown in the last paragraph of our letter of October 1st. inadvertently the word "brokerage" was typed in the paragraph, the Utah Pie Company does not employ brokers in the sale of their products.

Relating to differential Bel-air price to our regular trade we wish to say that this difference does not exceed the savings we would realize in our cost of manufacturing, sale (excluding brokerage or brokerage expense) or delivery which would result from the different methods or quantities in which these products would be sold and delivered by us to you and by us to other customers.

In answer to your wire of September 30th. and confirming our telephone conversation of same date the Utah Pie Company assures you our Mince Meat Pies and our Pumpkin Pies will contain all the ingredients as listed in your telegram of September 30, 1960.

Yours very truly,

UTAH PIE COMPANY

CHR'g

Gaylen S. Rigby

Gaylen S. Rigby

54

[fol. 5457]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-74

SAFEWAY STORES, INCORPORATED

114 Sansome Street, San Francisco 6, California

Frozen Foods Department

December 30, 1960

M-15

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

We realize that you are anxious to pack other flavors for us and it certainly would save us some freight if we could pack in your plant. However, there are several reasons which make us hesitate to do so at the present time.

First, the prices you quoted us on Pumpkin and Mince were below your prices on your own brand as you were able to reflect cost savings. However, the prices you have quoted us on fruit pies are substantially higher than you are quoting on your own brand, and two out of the three which you have quoted us are substantially higher than we are paying our present supplier.

We are concerned at the absence of any quality control in your plant. The fact that this may resultin pies that are not equal to the quality which you are supposed to be packing showed up in the production samples you sent to us, where one of the Pumpkin Pies was extremely runny. In fact, all of them were more moist than the samples shipped from the production made while Mr. Roth was there, and we are wondering if the 5 to 7% moisture reduction, which we requested and for which we paid an additional price, was actually incorporated in all of the production.

Although we specifically checked with you by wire beforehand to be sure that the ingredients on our Mince and Pumpkin cartons were correctly stated as far as your formulas were concerned, and although you confirmed that they were, we found on actually checking production that this was not the case.

5570
[fol. 5458]

(4) You also promised to install a coding device, but there was no evidence of this on the samples you shipped to us from production so, of course, we can not pin down the defective Pumpkin samples even to the day of production. Incidentally, even if automatic coding of every package was impossible, the production samples should have been clearly marked or banded so that the date and time of production for that particular sample would be known.

If you care to discuss the above points in greater detail, we would be happy to do so.

Very truly yours,

Alan W. Young
Manager

AWY:dm

I will be away
1/9 thru 1/14

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-75

SAFEWAY STORES, INCORPORATED

114 Sansome Street, San Francisco 6, California

Frozen Foods Department

NEW ADDRESS
P. O. Box 1168
OAKLAND 4, CALIF.

August 17, 1961

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

I am sorry for the delay in answering your letter of July 28, but I was away on vacation. The answers to your questions are as follows:

1. We are definitely planning on the Mince and Pumpkin Pies for Salt Lake City. We may also consider Denver; however, this will depend on the price you quote us and the cost of hauling from Salt Lake to Denver.

   When writing to us with your FOB-plant quotations, please either quote the regular common carrier rate for authorized carriers between Salt Lake and Denver or quote us a delivered price with a minimum quantity. If this will vary, depending on whether the minimum is 10,000, 20,000 or 30,000 pounds, please quote different delivered prices for each weight bracket.

2. The Bel-air Mince Pie cartons will cost $31.03 per thousand delivered and the Bel-air Pumpkin Pie cartons will cost $37.03 per thousand delivered.

   Immediately we have a satisfactory quotation from you on the Pumpkin Pie cartons, we can arrange for shipment from Menasha, Wisconsin, and they should arrive very close to September 1.

   Our Mince Pie cartons will not be ready until September 1, FOB Modesto, but it is only a matter of two or three days from there so you should be able to have them on time.

Your price should include 175-Lb. test cases for 6/24-Oz.. pies as last year and exactly the same quality and product specifications as last year.

Would you also please quote us for both markets on a Bel-air Peach Pie, using the following formula:

Frozen Rio Oso Peaches	60.00% *
White Sugar	16.29%
Water	16.10%
Cerelose	5.00%
Starch	2.50%
Salt	.09%
Food Coloring	.02%
	100.00%

Filling - 16 ounces

Crust - 4 ounces top, 4 ounces bottom

Will you also please quote us on Boysenberry Pie, using the following formula:

Frozen Boysenberries	52.0% *
Water	22.5%
Sugar	17.8%
Cerelose	4.0%
Starch	3.5%
Salt	.2%
	100.0%

Filling - 16 ounces

Crust - 4 ounces top, 4 ounces bottom

The fruit, in the case of Peaches, must be Grade A for color and defects, Grade B for maturity. In the case of Boysenberries, it must be Grade A for character and defects and Grade B for color.

Will you also please confirm that you will now be in a position to send the Daily Production Reports to us daily and the Quality Control Reports to us after each day's production of Bel-air, and also that you will be able to set aside two pies from each variety from separate parts of the run for our subsequent inspection. Please, also,

* fruit only - do not count sugar or syrup in this figure

re-check the ingredient statement on our label. Will this be any problem in packing Bel-air Mince Pie with your own Mincemeat? Are you any closer to installing a coding device for each pie carton?

Very truly yours, -

Alan W. Young
Manager

AWY:dm

[fol. 5462]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-76

August 23, 1951

Mr. Alan W. Young
Safeway Stores, Inc.
P. O. Box 1143
Oakland 4, California

Dear Mr. Young:

We are desirous of making your Mince and Pumpkin pies again this year.

The cost of Dal-air Mince and Pumpkin pies this year will be as follows -

Mince Pies	$ 3.53 per dozen	FOB Safeway Warehouse
	3.52 per dozen	FOB Utah Pie Co. Plant
Pumpkin Pies	3.40 per dozen	FOB Safeway Warehouse
	3.37 per dozen	FOB Utah Pie Co. Plant

The above prices on Mince and Pumpkin Pies are a little higher than last season, but due to increase in our ingredient costs, shipping cases and the extra reports and other requisites, we find it necessary to make this increase.

Regarding the ingredients on Mince pie labels - we are going to use the same brands and formulas which we used last year, so there will be no change here.

As you requested we will furnish you with the Daily Production Reports and the Quality Control Reports regarding the production of Dal-air pies, and will set aside two pies from each variety for your subsequent inspection.

In regards to your question about a cooling device for each pie carton - we are not any closer to installing this device. As we stated last year if we acquired all the Dal-air pie locations

5462

for this area we would definitely install the cutting device for your purposes, but to install it for use on possible Saturday Sales and Purple business each season we feel the cost would be prohibitive.

One of our staff is on vacation, Merritt G. Rigby, and it will be necessary to check with him as to the exact specifications you desire in regards to the type and grade of the Peaches and Boysenberries, he handles the purchasing of all our fruit. We will send you the quotations on this as soon as it is possible.

We checked on the freight rates from Salt Lake to Denver by common authorized carrier for frozen pies - they have only two rates, which are as follows -

20,000 pounds - @ 1.79 per cwt.

35,000 pounds - 1.00 per cwt.

or

Weights from 20,000 to 29,000 pounds will cost the $1.79 per cwt.

Weights from 20,000 to 35,000 pounds will cost $350.00 per load.

There is no published rate between 20,000 pounds and 35,000 pounds.

Yours very truly,

WAR PIE COMPANY

GRR'g

Gaylen R. Rigby

5463

[fol. 5464]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-77

SAFEWAY STORES, INCORPORATED

810 - 16th Street, P.O. Box 1168, Oakland 4, California

Safeway Brands Buying Division

August 25, 1961

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

Thank you for your letter of August 23. We were somewhat surprised to find that your prices had increased 20¢ per dozen on Pumpkin and 17¢ per dozen on Mince as compared to last year.

You mention that this is due to the increase in ingredient costs, shipping cases and the extra reports and other requisites, and we are wondering to what extent we are being penalized for the reports we have requested.

It is our understanding that there has been no increase in the price of Pumpkin or Mincemeat as compared to a year ago and, for your information, there has been no increase in the price for these pies charged to us by our other suppliers. In fact, the price on our Mincemeat Pie has been reduced. There certainly should be no increase in the cost of the shipping cases as this has become so competitive that on fruits and vegetables all suppliers on the West Coast are offering a 10% discount off list. We believe that if competitive bids are obtained, there will be no trouble in buying shipping cases for at least the same price as paid last year and possibly less. In fact, if you will tell us the price for cases on which you are basing your quotations, we will be happy to see if we can get a lower price from our regular supplier in California. Since he will be running large quantities of cases for our pies, he could handle the additional quantity possibly more economically than a special run with another supplier even though additional freight would be involved.

Would you, therefore, please itemize for us the increase that is being charged for the "extra reports and other requisites". Possibly we can show you a way to reduce these charges.

5467

We are anxious to buy these pies from you, both for Salt Lake City and Denver, but this increase has certainly made it more difficult to do so.

Please let us hear from you as soon as possible and see if we cannot work together to obtain a deal that would be profitable and worthwhile for both of us.

Our thought in asking you for a delivered price to Denver was that you were probably making frequent shipments there yourself and by giving us a delivered price, our orders could be pooled with yours and we could ship 10-or-15,000 pounds at the truckload rate in this manner. Would this work out?

Very truly yours,

Alan W. Young, Manager
Frozen Foods Department

AWY:dm

[fol. 5466]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-78

August 28, 1961

Mr. Alan V. Young
Safeway Stores, Inc.
P. O. Box 1160
Oakland 4, California

Dear Mr. Young:

Thank you for your prompt reply - we appreciate this as we all know the Pumpkin and Mince Pie season is near at hand.

In regards to our increased prices we realize they are above the 1960 price, but last year our price to you was at rock bottom as we were anxious to introduce our product to you and felt that giving this price we would have your business and perhaps work into something for the future.

Our costs this year show an increase on eggs of four to five cents per pound over 1960 - lard and flour have both increased in price - labor costs are higher and it was the Pumpkin cartons and not the shipping cases that have increased, your price to us this year is $4.95 per thousand higher than last year.

The extra costs as to records will be in the Quality Control reports - our set up does not cover this, so all the extra work that is required to handle this will be an additional expense.

At the present time we are not making any shipments into the Denver territory.

We appreciate your consideration and interest to do business with us again this year and to desire to be of further service.

Yours very truly,

MIKE PYE COMPANY

GSR:g

Gaylen S. Rigby

[fol. 5467]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-79

SAFEWAY STORES, INCORPORATED

810 - 16th Street, P.O. Box 1168, Oakland 4, California

Safeway Brands Buying Division

September 8, 1961

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

Thank you for your letter of September 4. It will not be necessary to ship the production samples to our office. We will arrange for an inspector to call and check them at the plant.

This will, therefore, eliminate the preparation for shipment and dry ice expense which you have figured into your cost. Would you please take another look at this and see if by eliminating these costs you can reduce your price to us slightly.

We are waiting to hear from Salt Lake City with an estimate of their requirements and as soon as this is received, we will notify you the number of cases to be purchased and we will order the cartons to be shipped to you.

Based on your quotations to date, we will not be able to include requirements for Denver.

Don't forget to let us have quotations on Boysenberry and Peach Pies as soon as possible.

Very truly yours,

Alan W. Young
Manager, Frozen Foods Dept.

AWY:h

5467

[fol. 5468]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-80

September 8, 1961

Mr. Alan W. Young
Safeway Stores, Inc.
P. O. Box 1168
Oakland 4, California

Dear Mr. Young:

Your letter of September 5, stating that we could eliminate the shipping of the samples to your office, will now allow us to give you the following quotation:

Mince Pies @ 3.54 per dozen fob Safeway Warehouse

Pumpkin Pies 3.39 per dozen fob Safeway Warehouse

If we are to furnish you with the above pies we must have an answer at once. We must order the shipping cases Monday along with an order for us; in this way, we can take advantage of the price on your cases. We took this into consideration when we made the above quotation to you.

We are working on the quotations for the Boysenberry and Peach and will send them to you soon.

Will you please telephone us Monday and advise us what we are to do.

Yours very truly,

UTAH PIE COMPANY

Gaylen S. Rigby

GSR:w

5466

In United States District Court

Defendant's Exhibit M-81

September 13, 1961

Mr. Alan W. Young
Safeway Stores, Inc.
P. O. Box 1168
Oakland 4, California

Dear Mr. Young:

It will be a pleasure doing business with you again this year. I trust everything is satisfactory concerning the price quoted, quality control and any other small matters.

With the additional contracts we have acquired this year we find we are very short on storage space, we are asking you to send us an order now for immediate delivery to your storage plant for.

3000 Cases Frozen Pumpkin Pies
3000 cases Frozen Mince Pies

if you could do this we would appreciate and it would be a great help to us as we could then keep up with our fall orders.

We would also appreciate it if you would give us more notice on delivery dates for this falls production.

Thank you.

Yours very truly,

LYAN PIE COMPANY

GSR:g

Gaylen S. Rigby

5469

[fol. 5470]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-82

SAFEWAY STORES, INCORPORATED

810 - 16th Street, P.O. Box 1168, Oakland 4, California

Safeway Brands Buying Division

September 18, 1961

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

Thank you for your letter of September 13, 1961.

Your request for an order for immediate delivery of 6,000 cases of pies is a completely new factor and quite an impossible one for us to comply with. We assumed, since you said nothing differently, that the deal would be the same as last year and you would pack ahead sufficiently far so you could meet all orders as they are placed.

We will certainly ask the Salt Lake City Division to place their orders with us as far ahead as possible. However, their normal order will be for probably two or three hundred cases of each during September and early October and then probably for a thousand cases of each or something like that during the latter part of October and November. They definitely do not have the kind of space in which they can take 6,000 cases at a time.

If we were to take delivery and put it into cold storage in Utah Ice (at our expense), we would be of course adding considerably to the cost of the pie and this was not taken into account in figuring the delivered price.

Very truly yours,

Alan W. Young, Manager
Frozen Foods Department

AWY:ma

5470

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-83

SAFEWAY STORES, INCORPORATED

610 - 16th Street, P.O. Box 1168, Oakland 4, California

Safeway Brands Buying Division

September 20, 1961

Mr. Gaylen S. Rigby
Utah Pie Company
2323 South West Temple
Salt Lake City 15, Utah

Dear Mr. Rigby:

Your letter of September 18 asks for another 500-case order to ship with Order #3165 and you quote a letter dated October 17, 1960 limiting shipments to 1,000 cases.

We cannot find this letter in our file, but in any case we cannot dictate to our Salt Lake City Division the size of the orders they place. Last year they started with a couple of small orders but quickly increased their orders as sales picked up.

Their order must ship as ordered -- 300 Mince and 300 Pumpkin. If it is necessary for you to charge us more for delivery of this quantity, we will have to pay it. However, since it is strictly a local haul and since you said nothing about any such limit when quoting prices this year, we hope no extra charge will be necessary.

Very truly yours,

Alan W. Young
Manager, Frozen Foods Department

AWY:h

5471

[fol. 5472]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-84

September 22, 1953

Mr. Alan W. Young
Safeway Stores, Inc.
P. O. Box 1168
Oakland 4, California

Dear Mr. Young:

We regret that it is necessary for us to inform you that it will be impossible for us to run your Minee Pies this year, under the Bel-air label, due to the change of cartom style that we know nothing about.

For us to pack that type of box, it would cost us $1200 for the attachment, plus the fact it would take 3 hours to change the machine each time we made a run. It would take 6 weeks to get this special part for our machine.

We do not feel that we can invest this amount at the present time. We would be glad to buy this part for our machine if we could pack all flavors under the Bel-air label; this way we could run a week or so of your brand and then make the change until all of our cartons are used.

Will you please advise us where to ship the Minee cartons we have just received and also the 10,000 shipping cases, these were ordered for your pies and have your brand name on them.

Yours very truly,

UTAH PIE COMPANY

CHR'g

Gaylen S. Rigby

547

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-85

SAFEWAY STORES, INCORPORATED

670 - 16th Street, P.O. Box 1168; Oakland 4, California

Safeway Brands Buying Division

October 26, 1961

Mr. Gaylen Rigby
Utah Pie Company
2323 S. W. Temple
Salt Lake City 15, Utah

Fruit Pies

Dear Mr. Rigby:

You frequently complain that you are not getting any business from us except on Pumpkin and Mince and, therefore, you cannot make any changes that we request. However, you still have not replied to our letter of August 17 requesting quotations on Boysenbery and Peach Pies.

Maybe we can get together on these flavors and possibly others, however, it is impossible if it takes over two months to reply to letters.

Very truly yours,

Alan W. Young, Manager
Frozen Foods Department

AWY:dm

P.S. We notice your invoices do not match our orders in quantity, so we must hold them until, by adding them together, we can arrive at the total for the order. You were the ones who wanted the large orders for shipment at one time. We would prefer one invoice for one order.

5473

[fol. 5474]

IN UNITED STATES DISTRICT COURT

DEFENDANT'S EXHIBIT M-86

November 2, 1951

Mr. Alan W. Young
Safeway Stores, Inc.
P. O. Box 1168
Oakland 4, California

Dear Mr. Young:

It has not been intentional in delaying our letter to you giving a quotation on Boysenberry and Peach Pies, but matters beyond our control have caused this delay.

Due to legal matters we are still unable to make this quotation - we hope that we will be able to give this to you before very long.

We are interested in getting more of your business and regret very much that right now we have to ask your indulgence in giving us more time.

Yours very truly,

UTAH PIE COMPANY

CHR:g

Gaylen S. Rigby

5471

In United States District Court

Defendant's Exhibit M-87

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2283 South West Temple
Salt Lake City 15, Utah

12-26-59

Safeway Stores, Inc.

Credit due you for advertising.

July, 1959	1000 Cases	
August, 1959	1110 "	
September, 1959	1066 "	
	3176 Cases @	
1588 Dozen at 10 cents		$ 158.80
Less: Our Check No. 11064, 10/31/59 covering Mince and Pumpkin adv. in September		30.00
		$ 128.80

Check No. 11299 enclosed.

5475

5588
[fol. 5476]

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2283 South West Temple
Salt Lake City 15, Utah

12-16-59

Safeway Stores, Inc.
City

Credit due you for advertising:

October, 1959	4009	Cases
November, 1959	7120	Cases
	11129	Cases or
556½ Dozen at 10 cents per dozen		$ 556.45

Check No. 11300 enclosed

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2283 South West Temple
Salt Lake City 15, Utah

12-31-59

Safeway Stores, Inc.

Credit due you for advertising-

December Purchases	1210	Cases or 605 Dozen	
		at .10 per dozen	$ 60.50

Check No. 11395 enclosed.

3-28-60

Safeway Stores, Inc.
P. O. Box 1620
Salt Lake City 10, Utah

Advertising Allowance or Rebate:

January, 1960 2132 Cases
February, 1960 3870 Cases
March, 1960 4754 Cases
9755 Cases at
4877½ Cases at .10 Cents $ 487.75

Our Check No. 11810 enclosed.

SALDOK TIMES

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

6-30-60

Safeway Stores, Inc.
City

Frozen Pies purchased during second quarter 1960:

April	800 Dozen	
May	900 Dozen	
June	5625 Dozen	
	7325 Dozen or 3662½ Dozen	
	at 10 cts. per doz.	$ 366.25

Advertising allowance for above period.

Check No. 12739 enclosed

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

9-30-60

Safeway Stores, Inc.
City

Advertising Allowance for 3rd. Quarter, 1960:

July Purchases	675	Dozen
August	2150	"
September	600	"
	3425	Dozen or

2712½ Dozen at .20 per dozen

Check No. 12739 enclosed

5590 [Vol. 5478]

[fol. 5479]

In account with

Phone HU 4-2161

Utah PIE COMPANY

2020 South West Temple
SALT LAKE CITY 15, UTAH

10-23-60

Safeway Stores, Inc.
City

Special Advertising allowance on
2020 Cases at .05 per case $ 101.00

Check No. 12692 enclosed.

5592
[fol. 5480]

In account with

Phone HU 4-2761

Utah PIE COMPANY

2222 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

3-31-61

Safeway Stores, Inc.
P. O. Box 1660
Salt Lake City 10, Utah

Advertising Allowance as per agreement for First Quarter, 1961:

January Purchases	700	Cases
February	4450	"
March	1567	"
	6717	Cases @
	33½¢	Down to .10 $335.85

Check No. 23687 enclosed.

JH

[fol. 5481]

5593

INVOICE -- COOPERATIVE PROMOTION AGREEMENT

SAFEWAY STORES, INCORPORATED

184 SOUTH FIRST WEST STREET

P. O. BOX 1069

SALT LAKE CITY 10, UTAH

Name of Vendor
Street Number
City, Zone, State

Utah Pie Company
2323 South West Temple
Salt Lake City, Utah

No. 297
Date April 7, 1961

Items covered by this invoice January 1 through March 31, 1961

Items purchased made (if different from above)

Items	Purchases: Quantities	Allowance rates	Total
FROZEN PIES	3330½ dozen	10¢	333.05

Ad run February 23, 1961

Attachments

Total allowance available	
Advertising and/or display performance	
Total allowance due	$ 333.05

No 11028

5481

5594
[fol. 5482]

Phone HU 4-2561

Utah PIE COMPANY

2020 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

9-3-62

Safeway Stores, Inc.
P. O. Box 2168
Salt Lake City 10, Utah

Advertising allowance for Second Quarter, 1962-

April, 1962	1356 Cases		
May, 1962	572 Cases		
	1856 Cases at		
	928 Dozen at .10	$	92.80
Less: 1/2 of performance			46.40
			46.40

Check No. 14346 enclosed.

INVOICE -- COOPERATIVE PROMOTION AGREEMENT

SAFEWAY STORES, INCORPORATED

[illegible] SOUTH FIRST WEST STREET

P. O. BOX [illegible]

SALT LAKE CITY 10, UTAH

[illegible] OF VENDOR: Utah Pie Company

[illegible] HANDLED: 2321 South West Temple

CITY, STATE, COUNTY: Salt Lake City, Utah

NO. 644

DATE: August 20, 1961

ITEMS COVERED BY THIS INVOICE: April 1 through June 30, 1961

ITEMS PURCHASED MADE (IF DIFFERENT FROM ABOVE):

ITEMS	PURCHASES QUANTITIES	ALLOWANCE RATES	TOTAL
FROZEN PIES	1656 cases @ ~~$.10~~ 5		165.60
	½ of performance		92.80

Ad ran Thursday, April 6

Attachments

#46.40

CK 114346

[illegible] ALLOWANCE AVAILABLE . . . . . $ [illegible]

[illegible] AMOUNT DISPLAY PERFORMANCE . . . . . $ [illegible]

[illegible] ALLOWANCE DUE . . . . . $ 92.80

No 11029

5483

In account with

Phone HU 4-2161

Utah PIE COMPANY

2020 South West Temple
Salt Lake City 15, Utah

3-31-62

Safeway Stores, Inc.
P. O. Box 1628
Salt Lake City 10, Utah

Advertising Allowance for First Quarter, 1962—

January	.00	
February	3360	Cases
March	.00	
	3360	Cases or
	1680	Dozen at .10
		3168.00

Check No. 15424 enclosed.

In account with

Phone HU 4-2161

Utah PIE COMPANY

2020 South West Temple
Salt Lake City 15, Utah

12-30-61

Safeway Stores, Inc.
P. O. Box 1628
Salt Lake City 10, Utah

Advertising Allowance for Fourth Quarter, 1961—

October Purchases	3605	Cases
November	4513	"
December	66	"
(Balance Net Price)	8184	Cases or
	4312	Dozen at .10

Check No. 14967 enclosed.

7-18-59

Paid t o - Foodtown Super Market
1512 South Empire
(Associated Grocers)
Salt Lake City, Utah

Attention: Mr. Glenda Parles

Check No. 10577 Paid for advertising - $ 40.00

5598
[fol. 5486]

Phone HU 4-2161

IN ACCOUNT WITH

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-31-59

Associated Frozen Foods

Credit allowed for advertising-

December, 1959 1740 Cases

January, 1960 135 Cases

1875 Cases or 937½ Dozen

at 10 cents per dozen $ 93.75

ch. 11397

10

[fol. 5487]

COOPERATIVE ADVERTISING

AG

Associated Food Stores, Inc.

1415 NO. REDWOOD ROAD • SALT LAKE CITY, UTAH

UTAH PIE CO
2223 S W Temple
Salt Lake City, Utah

PERIOD COVERED

S.L. Pavilion

March 17-25

Rep. Number 22-25 94.5

Date 3/25/55

NEWSPAPER

DATE	NEWSPAPER	PRODUCT	Col. Inch	Unit Rate	Gross	Gross Rate	COST
	ADVERTISING OF UTAH PIE CO. March 17, 18						$0.00

INVOICE NUMBERS.

TOTAL $0.00

HANDBILL OR WINDOW POSTERS

DATE	DESCRIPTION	AMOUNT OR SIZE OR SIZE	CIRCULATION	DATE	COST

TOTAL

RADIO OR TELEVISION

DATE	STATION	AMOUNT OF TIME	PROGRAM DATE	COST

TOTAL

GRAND TOTAL $0.00

5487

Phone HU 4-2161

Utah PIE COMPANY
2283 South West Temple
SALT LAKE CITY 15, UTAH

4-30-60

Albertson's Food Distribution
Boise, Idaho

Freight allowance as follows-

1-8-60	Inv. 51	600	cases
1-15-60	60	360	cases
2-12-60	110	600	cases
4-22-60	217	705	cases
		2265	cases or
		1132½	dozen at .10 $ 113.25

Our check No. 11908 enclosed.

Phone HU 4-2161

Utah PIE COMPANY
3323 South West Temple
SALT LAKE CITY 15, UTAH

Uniform's Distr.

Allowance on Invoice No. 273-

Dozen at .10 cts. per doz. $ 32.70

Check No. 1251 enclosed.

Phone HU 4-2161

Utah PIE COMPANY
3323 South West Temple
SALT LAKE CITY 15, UTAH

5-20-60

Albertson's
Boise, Idaho

Invoice No. 280-

150 Dozen Frozen Pies .10 cts. for Advertising $ 15.00
20 cts. for Freight 15.00
30.00

Check No. 1272 enclosed.

5602
[fol. 5490]

COUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

7-18-60

Albertson's Distribution
Hugh Cameron
1610 State Street
Boise, Idaho

Invoice No. 313 - Order No. 08466

315 Dozen Frozen Pies - 10 cts. for Advertising $ 31.50
10 cts. for Freight 31.50
63.00

Check No. 12023 enclosed.

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

7-28-60

Albertson's Distribution
c/o Hugh Cameron
1610 State Street
Boise, Idaho

Invoice No. 328 - Order No. 08466

200 Dozen Frozen Pies -
10 cts. per doz advertising allowance $ 20.00
10 cts. per doz. freight allowance 20.00
40.00

Check No. 12402 enclosed.

ACCOUNT WITH

Phone HU 4-2161

( ) Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-5-60

Albertson's Distribution
Boise, Idaho

Special advertising allowance in October, 1960.

1860 cases at .08 per case $ 148.80

IN ACCOUNT WITH

Phone HU 4-2161

( ) Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-31-60

Albertson's

Special Advertising allowance on
3200 cases at .08 per case $ 256.00

Check No. 12982 enclosed.

5604
[fol. 5492]

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-31-59

Utah Wholesale Freeze foods

Credit due you for advertising-

November Purchases	2250	Cases
December (1st. to 17th)	380	"
	2630 Cases	or 1265 Dozen
	at .10 dozen	
		$126.50

Check No. 11396 enclosed.

[fol. 5493]

COUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

3-31-60

Utah Wholesale Frozen Foods

Detail on Advertising allowance for the followings

January, 1960		2060 Cases	
February	2542		
Less: Pumpkin and Mince Meat sold at Net	81	2461 Cases	
March		300 Cases	
		5321 Cases or	
		2660½ Dozen at	
		10 cts.	$ 266.05

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

6-22-60

Utah Wholesale Frozen Foods
City

Allowance on advertising as follows:

April	3275	Cases	
May	1470	Cases	
June 1 to 7 inc.	967	Cases	
	5712	Cases or 2856 dozen a	
		at .10 per dozen	$285.60

Check No. 12193 attached.

5605

5606
[fol. 5494]

WITH

Phone HU 4-2161

Utah PIE COMPANY

2523 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

9-30-60

Utah Wholesale Frozen Foods
City

Advertising Allowance for 3rd. Quarter, 1960:

July Purchases	3102	Cases
August "	1675	cases
September "	1858	cases
	6635	Cases or
3317½ Dozen at .10 cts. per dozen		$ 331.75

Check No. 12740 enclosed.

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2523 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-21-60

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 10, Utah

Advertising allowance for 4th. Quarter-

October, 1960	3600	Cases
November, 1960	5800	Cases
December 1 to 16 Inclusive	1288	Cases
	10,688	Cases or
5,344	Dozen at .10	$ 534.40

Check No. 13138 attached.

[fol. 5495]

Phone HU 4-2161

Utah PIE COMPANY

2323 South West Temple
Salt Lake City 15, Utah

6-14-61

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 10, Utah

Advertising allowance for 2nd. Quarter, 1961

March (28th & 30th shipment)	1015	Cases
April	1020	
May	3115	
June (1st. to 6th. Inc.)	1066	
	6216	Cases or

3108 Dozen at .10 cents per doz. $ 310.80

Check No. 13980 enclosed.

Phone HU 4-2161

Utah PIE COMPANY

2323 South West Temple
Salt Lake City 15, Utah

3-27-61

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 10, Utah

Advertising allowance for First Quarter of 1961-

December 19 to 31, 1960	1691	Cases
January, 1961	4139	"
February, 1961	2363	"
March 1 to 10, 1961	2374	"
	10561	Cases or

5280½ Dozen at 10 cents per dozen . $ 528.05

Check No. 13618 Enclosed.

5607

5608
[fol. 5496]

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

2-8-61

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 10, Utah

Special Advertising allowance for January, 1961.

4133 Cases or 2066½ Dozen at .07 - $144.66

Check No. 13404 enclosed.

IN ACCOUNT WITH

Phone HU 4

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

3-28-61

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 10, Utah

Special Promotional Allowance on 700 cases
Frozen Pies to Buy Rite Stores $ 35.00

Check No/ 13619 enclosed.

[fol. 5497]

Utah PIE COMPANY
2323 South West Temple
Salt Lake City 15, Utah

Phone HU 4-2161

12-28-62

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City, Utah

Advertising allowance on Frozen Pies for Fourth Quarter - Ending December 16, 1961.

October Purchases	3385	Cases
November Purchases	6680	Cases
December Purchases (Does not include Apple Pies at net price)	672	Cases
Total	10736	Cases or
	(5368 Dozen) at 10 cts.	
		$ 536.80

Check No. 14819 enclosed.

Utah PIE COMPANY
2323 South West Temple
Salt Lake City 15, Utah

Phone HU 4-2161

9-15-62

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 20, Utah

Advertising allowance for third quarter, 1961:

June 14 to 30th.	595	Cases
July	350	
August	1798	
September 1 to 15th.	45	
	2788	Cases or
1390½ Dozen at .10 cents per dozen		$ 139.05

Check No. 14400

5609

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

6-22-62

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 10, Utah

...ain allowance on Frozen Pies for Second Quarter,
...une 16, 1962-

...s to 31	240	Cases	
	1239	"	
	920	"	
to 16	1156	"	
	3603	Cases or	
	1801½	dozen at .10	$ 180.15

...k No. 15785 enclosed.

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

3-24-62

Utah Wholesale Frozen Foods
P. O. Box 66
Salt Lake City 10, Utah

Advertising allowance on Frozen Pies for First Quarter,
ending March 24, 1962-

December 14 to 31	886	Cases	
January	1425	"	
February	1872	"	
March 1 to 24	850	"	
	5033	Cases or	
	2516½	dozen at .10	$ 251.65

Check No. 15377 enclosed.

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2283 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

2-8-61

Tesco Distributing Company
1610 State Street
Boise, Idaho

Special advertising allowance for January 1961,

1900 Cases or 950 Dozen at .07 per dozen $ 66.50

Check No. 13405 enclosed.

ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 South West Temple
Salt Lake City 15, Utah

3-31-62

Northern Sales
80 South Sixth West
Logan, Utah

---

ertising Allowance for First Quarter, 1962-

ary Purchases	337	Cases	
ary	371	"	
h	450	"	
	1158	Cases or	
	579	Dozen at .10	$ 57.90

k No. 15422 enclosed.

ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 South West Temple
Salt Lake City 15, Utah

12-30-61

Northern Sales
80 South Sixth West
Logan, Utah

Advertising Allowance for Fourth Quarter, 1961-

October Purchases	865	Cases	
November	1193	"	
December (Balance Net Price)	125	"	
	2183	Cases or	
	1191½	Dozen at .10	$ 119.15

Check No. 14968 enclosed.

[fol. 5501]

EMpire 4-2161

SALT LAKE CITY 10, UTAH

10-23-61

Northern Sales

Advertising Allowance for 3rd Quarter

July	300 Cases	
August	395 Cases	
September	575 Cases	
	1270 Cases or 635 Boxes	$ 61.

Check No. 14554 enclosed

SALT LAKE CITY 10, UTAH

9-27-61

Northern Sales

Advertising Allowance for 2nd Quarter

April	635 Cases	
May	495 Cases	
June	370 Cases	
	1500 Cases or 750 Boxes	$75.00
Less	Check No. 13864	61.50
		13.50

Check No. 14152 enclosed

5613

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

7-12-61

Northern Sales
80 South Sixth West
Logan, Utah

C Advertising Allowance for 2nd. Quarter-

April	605	Cases	
May	495	Cases	
June	250	Cases	
	1350	Cases or 625 Dozen at .10	62.50
	1270	" 635 " .10	63.50

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

6-30-61

Northern Sales
80 South Sixth West
Logan, Utah

June		125.50
		107.00
		126.25
		348.75

W-841 65 ✓ Cases
848 60 ✓
866 45 COD
150 Cases R
75 Doz .10 7.50

Check No. 24306 enclosed.

[illegible]

Phone HU 4-2161

[illegible] PIE COMPANY
2323 South West Temple
SALT LAKE CITY 15, UTAH

3-8-62

Northern Sales
80 South Sixth West
Logan, Utah

[illegible]

3-7-62

Northern Sales
80 South Sixth West
Logan, Utah

[illegible]rtising Allowance for First Quarter, 1962:

January	736	Cases
February	725	"
March	355	"
	1816	Cases or
	909	Dozen at .30 per dozen $ 272.70

Special Advertising allowance for January, 1962,

736 Cases or 368 Dozen at .30 per dozen $ 220.80

Check No. 23672 enclosed.

Check No. 23693 enclosed.

[fol. 5503]

5615

5616
[fol. 5504]

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

9-30-60

Northern Sales
Logan, Utah

Advertising allowance for 3rd. Quarter-

July Purchases	490	Cases
August "	290	
September	235	
	1015	Cases or
50½ dozen at .10 cts. per dozen		$ 50.75

Check No. 12737 enclosed.

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-31-60

Northern Sales
60 South Sixth West
Logan, Utah

Advertising allowance for fourth quarter, 1960.

October purchases	720	cases
November Purchases	1390	cases
December Purchases	550	cases
	2660	cases or
1330 dozen at 10 cts.		$ 133.00

Check No. 13199 enclosed

IN ACCOUNT WITH

Phone HU 4-5761

Utah PIE COMPANY

2020 South West Temple
SALT LAKE CITY 15, UTAH

3-31-62

Northern Sales
80 South Sixth West
Logan, Utah

Advertising Allowance for First Quarter, 1962.

January Purchases	357	Cases	
February	391	"	
March	450	"	
	1198	Cases @	
	579	Rebate at .10	$ 57.90

Check No. 15422 enclosed.

NORTHERN SALES COMPANY
WHOLESALE

No. 419

[illegible] South Main West — Logan, Utah

INVOICE

Sold to Utah Pie Co. Date 1/14/60

Address 2323 South West Temple Order No.

Deliver to S.L.C. 15, Utah

QUANTITY ORDERED	DESCRIPTION	WEIGHT SHIPPED	PRICE	AMOUNT
	Promotional allowance on Pears for Oct Nov Dec 1959 - @ 10¢ per lb			
	October 1959 70 lbs			
	Nov 1959 282 lbs			
	December 1959 220 lbs			
	572 lbs @	572 lbs	10	57.25
	Ck. 11496			
			TOTAL	57.25

ALL CLAIMS MUST BE MADE PROMPTLY UPON RECEIPT OF MERCHANDISE

Utah PIE COMPANY
2323 South West Temple
SALT LAKE CITY 15, UTAH

3-21-60

Chase's Ice Cream Company

Advertising allowance as follows-

Inv. No. 96 11 doz.
98
100
102
116
119
124

136 Dozen at .10 cts. $ 13.60

Void

Our check No. 11742 enclosed.

Utah PIE COMPANY
2323 South West Temple
SALT LAKE CITY 15, UTAH

3-21-60

Chasch Ice Cream
Provo, Utah

Advertising allowance as follows-

Inv. No. 96 11 Doz.
98 12
100 12½
102 12
90 6 Doz.
Less: Not on Mk ½ 7½
92 6 Doz.
Less: not on Mk ½ 5½
116 22½
105 15
Less: Not on Mk 13½ 1½
119 8
124 4
12½

12½ Dozen at .10 per dozen $ 12.35

(The Mince Meat was sold at 3.00 net)
Check No. 11748

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

Chase's Ice Cream Co.
Provo, Utah

Advertising allowance for purchases made in March, 1956.

195 Units or 99 Dozen at .10 per doz. $ 9.90

Our check No. 11936 enclosed.

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

Chase's Ice Cream Company
Provo, Utah

Advertising on April Purchases

232 Units or 116 Dozen at .10 per doz. $ 11.60

Check No. 12072

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY

2323 South West Temple
SALT LAKE CITY 15, UTAH

6-30-60

Chocko Ice Cream Company
Provo, Utah

Advertising allowance on May Purchases-

356 Cones or 177 Dozen at .10 per doz. $ 17.70

Check No. 12276 enclosed.

Phone HU

Utah PIE COMPANY

2323 South West Temple
SALT LAKE CITY 15, UTAH

6-23-60

Chocko Ice Cream Company
Provo, Utah

Advertising for June.

352 Cones or 176 Dozen at .10 per doz. $ 17.6

Check No. 12277 enclosed.

[fol. 5509]

5621

IN ACCOUNT WITH

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

8-31-60

Chase's Ice Cream Co.

Advertising Allowance-

July	295 cases	
August	11 cases	
306 cases or 153 Doz. at .10		$ 15.30

Check No. 12668 enclosed.

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-12-60

Chase's Ice Cream Company
Provo, Utah

Advertising as follows

September	15 cases	
November	345 cases	
360 cases or 180 Dozen at 10 cts. per dozen		$18.00

Check No. 13098 enclosed.

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-31-60

Chase's Ice Cream Company
Provo, Utah

Advertising allowance for December, 1960:

362 Cases or 181 Dozen at
.10 ct. per dozen $ 18.10

Check No. 13198 enclosed

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

2-25-61

Chases Ice Cream Company
Provo, Utah

Advertising allowance for January, 1961-

425 Cases or 212½ Dozen at .10 per doz. $ 21.25

Check No. 13216 enclosed

[fol. 5511]

5623

Phone HU 4-2161

Utah PIE COMPANY
3323 South West Temple
Salt Lake City 15, Utah

3-31-61

Chase's Ice Cream Company
Provo, Utah

Advertising allowance for March, 1961-

330 Cases or 165 Dozen at .10 per dozen $16.50

Check No. 13671 enclosed.

Phone HU 4-2161

Utah PIE COMPANY
3323 South West Temple
Salt Lake City 15, Utah

3-28-61

Chase's Ice Cream Company
Provo, Utah

Advertising Allowance for February, 1961:

319 Cases purchased or 159½ Dozen at .10 $ 15.95

Check No. 13586 enclosed.

Utah PIE COMPANY
2323 South West Temple
SALT LAKE CITY 15, UTAH

5-25-51

Chase's Ice Cream Company
Provo, Utah

Purchases for April, 1951

503 Cases or 25 1/2 dozen at .10 $ 25.15

Check No. 13951 enclosed.

Utah PIE COMPANY
2323 South West Temple
SALT LAKE CITY 15, UTAH

6-24-51

Chase's Ice Cream Company
Provo, Utah

Advertising allowance for May, 1951

98 Cases or 49 dozen at .10 per dozen $ 4.90

Check No. 13981 enclosed.

[fol. 5513]

5625

Phone HU 4-2161

ACCOUNT WITH

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

7-10-61

Chase's Ice Cream Company
Provo, Utah

Advertising Allowance for June, 1961-

Invoice No.			
	815	25	Cases
	876	20	"
	907	50	"
		95	" or 47½ Doz.

$ 4.75

Check No. 14099 enclosed.

Phone HU 4-2161

Utah PIE COMPANY

2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

9-23-61

Chase's Ice Cream
Provo, Utah

Advertising allowance as follows-

July	18	Inv. 917	6 cases
	20	Inv. 919	10 cases
August			144 cases
			161 Cases or 98 dozen
			at .10 per dozen $ 9.80

Check No. 14350 enclosed.

[fol. 5515]

Utah PIE COMPANY
2323 South West Temple
SALT LAKE CITY 15, UTAH

10-20-61

Chase's Ice Cream
Provo, Utah

Advertising Allowance for September, 1961

240 Cases or 120 Boxes at .10 $ 12.00

Check No. 14537 enclosed.

Utah PIE COMPANY
2323 South West Temple
SALT LAKE CITY 15, UTAH

11-14-61

Chase's Ice Cream
Provo, Utah

Advertising Allowance for October, 1961

540 Cases or 270 Boxes at .10 $ 27.00

Check No. 14705 enclosed.

5627

5628
[fol. 5516]

Phone HU 4-2161

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

12-18-61

Chase's Ice Cream Company
Provo, Utah

Advertising allowance for November, 1961-

375 Cases or 187½ Dozen at .10 $18.75

Check No. 14848 enclosed.

Phone HU

Utah PIE COMPANY
2323 SOUTH WEST TEMPLE
SALT LAKE CITY 15, UTAH

1-24-62

Chase's Ice Cream Company
Provo, Utah

Advertising allowance for December, 1961-

224 Cases or 114 Dozen at .10 cents per doz. $ 11.40

Check No. 15093 enclosed.

[fol. 5517]

Phone HU 4-2161

Utah PIE COMPANY
2323 South West Temple
Salt Lake City 15, Utah

6-12-62

Chase's Ice Cream Company
Provo, Utah

Advertising Allowance as follows:

April	105 cases	
May	273 Cases	
	378 cases or 189 dozen at	
	10 cents per dozen	$ 18.90

Check No. 15735 enclosed

In account with

Phone HU 4-2161

Utah PIE COMPANY
2323 South West Temple
Salt Lake City 15, Utah

5-31-62

Chase's Ice Cream Company
Provo, Utah

Advertising for Month of March

205 Cases or 102½ Dozen at .10 $ 10.25

Check No. 15429 enclosed

5629

Phone HU 4-2161

Utah PIE COMPANY

2323 South West Temple
Salt Lake City 15, Utah

[illegible]

[illegible]'s Ice Cream Company
[illegible], Utah

[illegible] for Month of February

2½ Cases or 13½ Dozen at .10 $ 13.50

Check No. 25301 enclosed

In account with

Phone HU 4-2

Utah PIE COMPANY

2323 South West Temple
Salt Lake City 15, Utah

2-14-62

Orme's Ice Cream Company
Provo, Utah

Advertising for January, 1962:

209 Cases or 10½ Dozen at .10 $10.45

Check No. 25169 enclosed.

5630
[fol. 5518]